

## Liverpool John Moores University

Title: The Events Industry  
Status: Definitive  
Code: **4068TEF** (117795)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Susanne Gellweiler	Y
Drew Li	

**Academic Level:** FHEQ4      **Credit Value:** 24      **Total Delivered Hours:** 60  
**Total Learning Hours:** 240      **Private Study:** 180

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48
Off Site	6
Seminar	6

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Poster Presentation	40	
Report	AS2	Report (1800 words)	60	

### Aims

*The aim of this module is to equip students with the knowledge and understanding of:*

- a) the role of events in society*
- b) the event industry, the external environment of events and the importance of*

*stakeholders*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 demonstrate understanding of the role of events in society and related theories
- 2 demonstrate knowledge and understanding of the event industry sectors and their relationship with the external environment
- 3 demonstrate knowledge and understanding of the concept 'stakeholder' and how it applies to the context of events; identify the stakeholders in events and describe their relationship with events.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Poster	1	
Report	2	3

## **Outline Syllabus**

*History of events, event typologies, life-cycle events, rituals & traditions, symbolism, communitas, performance, event industry sectors, environmental scanning/PEST Analysis, stakeholder analysis*

## **Learning Activities**

The module will be delivered by means of lectures followed by workshops and/or seminars. Here students will participate in and task-orientated activities as well as small group discussions based around material presented in the lectures using prescribed reading, case studies and real life event examples. Students will be required to undertake secondary research.

Lectures will be supported by event-site visits.

## **Notes**

The aim of this module is to equip students with the knowledge and understanding of the role of events in society, the event industry, the external environment of events and the importance of stakeholders.

The module will be delivered in form of lectures, workshop and seminar activities and will be supported by event-site visits.