

Liverpool John Moores University

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Title: Events Industry
Status: Definitive
Code: **4500IACTEM** (126048)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Susanne Gellweiler	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Poster (1500 words)	40	
Report	AS2	Report (2500 words)	60	

Aims

To gain 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 and its relationship with the external environment

Learning Outcomes of Assessments

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

Poster	1	2
Report	1	2

Outline Syllabus

You will study a range of topics in relation to the event industry including history of events, event typologies, traditions, rituals, symbolism, communitas, event as performance, business of events, event industry sectors, environmental scanning/PEST Analysis, stakeholder definitions, stakeholder analysis and stakeholder mapping.

Learning Activities

The formal staff/student contact comprises a series of sessions made up of lectures and small group activities. The sessions may include guest lectures by practitioners and event site visits.

Notes

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