

## Staging Events 1

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5000SSLN
Formal Module Title	Staging Events 1
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

#### Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

#### Aims and Outcomes

Aims	The aim of this module is to equip students with the theoretical knowledge and understanding and practical skills needed to plan a live event.
------	--

**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate knowledge and understanding of strategic event planning and management processes within the context of a specifically chosen event.
MLO2	2	Apply event planning and management theory to a specifically chosen event context.

## Module Content

Outline Syllabus	The module content covers aspects relating to event planning/ project management, event idea generation, target market & competitor analysis, management of resources, support services.
Module Overview	This module equips you with the theoretical knowledge, understanding, and practical skills needed to plan a live event. The module covers aspects relating to event planning/project management, event idea generation, target market and competitor analysis, management of resources, and support services.
Additional Information	AS1 (Group Presentation) is a group assessment with associated supporting documentation, therefore a group mark will be awarded.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	60	0	MLO1, MLO2
Portfolio	Portfolio	40	0	MLO2

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------