

Liverpool John Moores University

Title: EVENT MANAGEMENT
Status: Definitive
Code: **5008FDSDEV** (106569)
Version Start Date: 01-08-2016

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

Team	Leader
Cath Walker	Y

Academic Level: FHEQ5
Credit Value: 12
Total Delivered Hours: 71
Total Learning Hours: 120
Private Study: 49

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	65
Seminar	4
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Report: 50%	50	
Essay	AS2	Controlled essay writing: 2000 words 50%	50	

Aims

This module investigates the structure and nature of the events industry. It identifies the history behind events and discusses local and national government involvement and policy towards the staging of events. It recognises the economic significance of events on a regional, national and international level.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the different types of events and the variety of sectors within the event management industry;
- 2 Understand the UK's position on the staging of large-scale events and their impact on the national economy;
- 3 Evaluate the process of bidding for a large scale event;
- 4 Distinguish between the influences of public sector and private sector event provision;
- 5 Identify the various funding mechanisms available to event managers.

Learning Outcomes of Assessments

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

Essay	1	4	5		
Report	1	2	3	4	5

Outline Syllabus

This module seeks to explore the diverse nature of the events industry. It covers the following areas: classification of events; history of events; economic impact of events; environmental impact of events; ethics; legislation; the role of government; public and private sector provision and funding.

Learning Activities

Lectures, directed reading, seminars, formal assessment

Notes

This module prepares students for managing and delivering sports events. It provides a theoretical rationale for the delivery of successful event management.