

Summary Information

Module Code	5008LBSSB
Formal Module Title	Sport Events Management
Owning School	Business and Management
Career	Undergraduate
Credits	10
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	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module aims to equip students with the skills needed to prepare, plan and execute a sporting event.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate a critical knowledge and understanding of the strategic event planning and management process.
MLO2	2	Apply event management theory to a specifically chosen sports related event.
MLO3	3	Analyse event management theory in relation to a live event.

Module Content

Outline Syllabus	Event planning Project management Event promotion Evaluating events Event legacy and sustainability
Module Overview	
Additional Information	Students will work in a small group in this module to stage their own live event. They will learn and understand the event planning process and participate in workshops throughout the module where they will actively learn to develop an understanding of the event management process.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	AS1	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Konstantinos Zervas	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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