

Liverpool John Moores University

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Title: Staging Events 1
Status: Definitive
Code: **5500IACTEM** (126054)
Version Start Date: 01-08-2019

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

Team	Leader
Valerie O'Gorman	Y

Academic Level: FHEQ5 **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	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation (30 minutes)	90	
Reflection	AS2	Peer Assessment	10	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge and understanding of strategic event planning and management processes within the context of a specifically chosen event.
- 2 Apply event planning and management theory to a specifically chosen event context.

Learning Outcomes of Assessments

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

Group Presentation	1	2
Peer Assessment	2	

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.

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

AS1 (Group Presentation) is a group assessment with associated supporting documentation, therefore a group mark will be awarded.