

Liverpool John Moores University

Title: Events Management
Status: Definitive
Code: **5501SSLNLC** (122661)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	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	18
Seminar	10
Workshop	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Formal Report (2,000 Words)	40	
Reflection	AS2	Illustrated Case Study (2,500 words)	60	

Aims

To provide students with the necessary skills to recognise the importance of event management within today's service industry. Students will examine the scale and scope of the events sector and identify the principles and techniques used in planning events within the context of the service industry.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically assess and evaluate relevant aspects of the UK events industry including the importance of ethical and sustainable practices
- 2 Apply concepts and approaches related to event staging and evaluation in the context of a live event

Learning Outcomes of Assessments

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

Formal Report	1	2
Illustrated Case Study	1	2

Outline Syllabus

Introduction and definition of events, categories & characteristics; event planning, principles and techniques; current initiatives, feasibility studies, decision making process; external and internal environment, event aims and objectives; critical path analysis and Gantt charts as planning tools; leadership, resources management, time management, venue and site selection; staffing structures, team building, roles and responsibilities; marketing, sponsorship, target markets; risk assessment, health, safety and security at events; evaluation and review processes, consideration of ethics.

Learning Activities

Lectures, seminars, case studies, experiential learning fed back into a group-learning context, site visits and external speakers.

Notes

It is important that the students identify opportunities within their workplace and discuss their potential involvement in the planning, organisation, operation and evaluation of an event within the workplace at an early opportunity to ensure maximising their involvement and subsequent learning.