Events Management

Module Information

2022.01, Approved

Summary Information

Module Code	5501SSLNLC
Formal Module Title	Events Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	18
Seminar	10
Workshop	12

Module Offering(s)

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

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically assess and evaluate relevant aspects of the UK events industry including the importance of ethical and sustainable practices
MLO2	2	Apply concepts and approaches related to event staging and evaluation in the context of a live event

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Artefacts	Formal Report	40	0	MLO1, MLO2
Report	Illustrated Case Study	60	0	MLO1, MLO2

Module Contacts