Event Planning

Module Information

2022.01, Approved

Summary Information

Module Code	5502LBSCC
Formal Module Title	Event Planning
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
Coleg Cambria

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

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

Aims and Outcomes

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.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate knowledge and understanding of strategic event planning and management processes within the context of a specifically chosen event.
MLO2	2	Apply event planning and management theory to a specifically chosen event context.

Module Content

Outline Syllabus	Introduction to live events planning and project managementTeam building Event innovation/Co-creation and trends forecastingOnline events planningStrategic planningTime management Financial Management and financial feasibility Advanced risk assessment
Module Overview	
Additional Information	AS1 (Group Presentation) is a group assessment with associated supporting documentation, therefore a group mark will be awarded.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	60	0	MLO1, MLO2
Report	Business Case	40	0	MLO1, MLO2

Module Contacts