

Liverpool John Moores University

Title: Business Events
Status: Definitive
Code: **5505IACTEM** (126059)
Version Start Date: 01-08-2019

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

Team	Leader
Peter Scott	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Short Report (1000 words)	30	
Report	AS2	Report (2500 words)	70	

Aims

To provide students with an insight into the business event sector.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify constituent parts of the business event sector
- 2 Evaluate the relationship between the business event sector and destination management

Learning Outcomes of Assessments

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

Short Report	2	1
Report	2	1

Outline Syllabus

Size, scope and constituent parts of the sector. Issues involved in destination selection from a buyer/delegate perspective. Contextualisation of the sector within destination marketing and destination management. The role of events in destination marketing.

Learning Activities

Lectures and workshops

Notes

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