

Summary Information

Module Code	5615DGABW
Formal Module Title	The Events Industry
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To provide an overview and understanding of the diversity, function, role and purpose of the events industry in society.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate understanding of the role of events in society and related theories.
MLO2	Attain knowledge and understanding of the role and function of the various event industry sectors
MLO3	Identify underlying principles and concepts associated with events management.

Module Content

Outline Syllabus

Introduction to the event industry
Event Typologies and classification
Events as performance
Events as traditions
Events as rituals
Events Stakeholders
Events and the tourism industry
Charity Events
MICE events
Sporting events
Wedding events

Module Overview

Lectures and Seminars

Additional Information

Trips will be undertaken where appropriate; Guest speakers from the event industry

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Poster Presentation	30	0	MLO1, MLO2
Report	Report	70	0	MLO2, MLO1, MLO3