

Liverpool John Moores University

Title: Sport Event Management
Status: Definitive
Code: **6034SPOBUS** (120665)
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Ingrid Griffiths	Y

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 48
Total Learning Hours: 240
Private Study: 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	14
Seminar	28
Tutorial	6

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	Ass 1	Running of live event	40	
Portfolio	Ass 2	Portfolio (4000-word equivalent)	60	

Aims

This module aims to equip students with the skills needed to prepare, plan and execute a live sports event.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a critical knowledge and understanding of the strategic event planning and management process.
- 2 Apply event management theory to a specifically chosen sports related event.
- 3 Critically analyse event management theory in relation to a live event.

Learning Outcomes of Assessments

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

Live Event	2	
Portfolio	1	3

Outline Syllabus

Event typology

Event planning

Project management

Event idea generation

Application of the management principles from level 4

Support services

Risk management

Event evaluation

Learning Activities

Students will participate in lectures, seminars and tutorials throughout the module both in groups and as individuals. Activities will be student-centred and will enable participants to realistically develop an understanding of the event management process. As part of the module students will be expected to plan, run and manage a live sports event of their choosing.

Notes

Student will work in a small group in this module to stage their own live event.