

Liverpool John Moores University

Title: EVENT MANAGEMENT
Status: Definitive
Code: **6043BUSIS** (108241)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Linda Ashcroft	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	8.000
Seminar	2.000
Tutorial	2.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Assignment - portfolio of documents	100.0	

Aims

To appraise key issues and develop strategic planning for effective event management

Learning Outcomes

Course Material	Book
Author	Burton, G
Publishing Year	1997
Title	More Than Meets the Eye
Subtitle	
Edition	2nd ed
Publisher	Arnold
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2002
Title	Marketing Communications
Subtitle	
Edition	3rd ed
Publisher	Prentice Hall
ISBN	

Notes

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