

## Liverpool John Moores University

Title: Sport Event Management  
Status: Definitive  
Code: **6204SSLN** (122522)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
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**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Seminar	20
Tutorial	1
Workshop	19

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	AS 1	Running a live event	40	
Report	AS 2	Report (3000 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:

Running a live event	1	2	3
Report	1	2	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 workshops, 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 sport event of their choosing. With the growth in digital technologies, then online events are feasible.

### **Notes**

Students will work in a small group in this module to stage their own live event, this could be online.