# Sport Event Management

# Module Information

## 2022.01, Approved

## Summary Information

| | |
|---|---|
| Module Code | 6504WUCSBO |
| Formal Module Title | Sport Event Management |
| Owning School | Business and Management |
| Career | Undergraduate |
| Credits | 20 |
| Academic level | FHEQ Level 6 |
| Grading Schema | 40 |

**Teaching Responsibility**

| LJMU Schools involved in Delivery |
|---|
| LJMU Partner Taught |

**Partner Teaching Institution**

| Institution Name |
|---|
| Westford University College |

## Learning Methods

| Learning Method Type | Hours |
|---|---|
| Online | 40 |

## Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|---|---|---|---|
| PAR | PAR | | 12 Weeks |

## Aims and Outcomes

| Aims | This module aims to equip students with the skills needed to prepare, plan and execute a live sports event. |
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**After completing the module the student should be able to:**

**Learning Outcomes**

| Code | Number | Description |
|---|---|---|
| MLO1 | 1 | Demonstrate a critical knowledge and understanding of the strategic event planning and management process. |
| MLO2 | 2 | Apply event management theory to a specifically chosen sports related event. |
| MLO3 | 3 | Critically analyse event management theory in relation to a live event. |

# Module Content

| Outline Syllabus | Event typologyEvent planningProject ManagementEvent idea generationApplication of the management principles from level 4Support servicesRisk managementEvent evaluation |
|---|---|
| Module Overview | |
| Additional Information | Students will work in a small group in this module to stage their own live event, this could be online. |

# Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---|---|---|---|---|
| Report | Running a live event | 40 | 0 | MLO1, MLO2, MLO3 |
| Technology | Report | 60 | 0 | MLO1, MLO2, MLO3 |

# Module Contacts

**Module Leader**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|---|---|---|