

Summary Information

Module Code	6504WUCSBP
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
Seminar	20
Tutorial	1
Workshop	19

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
Practice	Running a live event	40	0	MLO1, MLO2, MLO3
Report	Report	60	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

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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