

**Summary Information**

<b>Module Code</b>	6616DGABW
<b>Formal Module Title</b>	Event Planning
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 6
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Claudia Melis	Yes	N/A

**Module Team Member**

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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**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

## Partner Teaching Institution

Institution Name
Dong A University

## Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	The aim of this module is to equip students with the theoretical knowledge and understanding and practical skills needed to plan a live event.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	The aim of this module is to equip students with the theoretical knowledge and understanding and practical skills needed to plan a live event.
MLO2	The aim of this module is to equip students with the theoretical knowledge and understanding and practical skills needed to plan a live event.

## Module Content

### Outline Syllabus

Introduction to live events planning and project management  
Team building  
Event innovation/Co-creation and trends forecasting  
Online events planning  
Strategic planning  
Time management  
Financial Management and financial feasibility  
Advanced risk assessment

### Module Overview

The formal staff/student contact comprises a series of sessions made up of lectures and small group workshops. The sessions may include guest lectures by practitioners and event site visits.

### Additional Information

AS1 (Group Presentation) is a group assessment with associated supporting documentation, therefore a group mark will be awarded.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Group Presentation	60	0	MLO1, MLO2
Report	Report	40	0	MLO1, MLO2