

Liverpool John Moores University

Title: Planning and Resourcing Events
Status: Definitive
Code: **7002SSLN** (124392)
Version Start Date: 01-08-2019

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

Team	Leader
Nick Wise	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 21
Total Learning Hours: 200
Private Study: 179

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Tutorial	1

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation (30 minutes)	20	
Report	AS2	Report (3500 words)	80	

Aims

The aim of this module is to equip students with the theoretical knowledge, critical understanding and practical skills needed to plan and resource a live event. This is to be achieved by experiencing the practical implementation of the different concepts and theories relevant to event planning and management.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse both theory and practice to effectively plan and resource events
- 2 Through strategic event planning, synthesize the theoretical perspectives to critically apply these to a specifically chosen event.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group Presentation	1	2
Report	1	2

Outline Syllabus

Event planning models, event innovation and creativity, event idea generation, event experience, project management, event marketing, managing material, human and financial resources, risk management, support services, stakeholder management

Learning Activities

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

Notes

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