

Liverpool John Moores University

Title: Planning and Resourcing Events
Status: Definitive
Code: **7202TEFMA** (120911)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Susanne Gellweiler	Y

Academic Level: FHEQ7 **Credit Value:** 40 **Total Delivered Hours:** 42
Total Learning Hours: 400 **Private Study:** 358

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	40
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay 5000 words	50	
Presentation	AS2	Group Presentation	30	
Essay	AS3	Individual Reflection 2000 words	20	

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 evaluate the importance of 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.
- 3 Use professional presentation skills to articulate learning
- 4 Critically reflect on personal and professional development

Learning Outcomes of Assessments

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

AS1	1	
AS2	2	3
AS3	4	

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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