

Overview

Programme Code	32564
Programme Title	Events Management
Awarding Institution	Liverpool John Moores University
Programme Type	Degree
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	Thomas Fletcher
Link Tutor(s)	

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below
Recruitable Target	Bachelor of Arts Honours (SW) - SBAH	See Learning Outcomes Below
Alternative Exit	Diploma in Higher Education (SW) - SDHE	A student who successfully completes a placement year will be eligible for the Sandwich award and will, in addition to the learning outcomes for the Certificate and Diploma in Higher Education, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment.
Alternative Exit	Diploma of Higher Education - DHE	Apply knowledge and critical understanding of the well-established principles of Events Management, and of the way in which those principles have developed Apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an applied context. Analyse the main methods of enquiry in Events Management and the ability to evaluate critically the appropriateness of different approaches to solving problems. Effectively communicate information, arguments and analysis, in a variety of forms and deploy key techniques of Events Management effectively. Develop existing skills, and acquire new competences that will enable students to assume significant responsibility for themselves and others. Apply the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making. Present, evaluate and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with theories and concepts. A student who successfully completes a placement year will be eligible for the Sandwich award and will, in addition to the above, be able to demonstrate the professional and personal skills necessary for effective employment within a professional environment.
Alternative Exit	Certificate of Higher Education - CHE	Demonstrate knowledge of the underlying concepts and principles associated with the study of Events Management, and demonstrate an ability to evaluate and interpret these within the context area of events management. Evaluate the appropriateness of different approaches to solving problems related to Events Management. Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments. Demonstrate qualities and transferable skills necessary for employment in the area of Events Management requiring the exercise of some personal responsibility. Use a range of established techniques to initiate and undertake analysis of information, and to propose solutions to problems arising from that analysis.

Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Bachelor of Arts (SW) - SBA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject. Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject. In addition to the aims for the Bachelor of Arts, the sandwich programme aims to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment. Students will be entitled to a BA (SW) on the successful completion of a placement year or study abroad year.

Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Events, Hospitality, Leisure, Sport and Tourism (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	LJMU Taught	3 Years
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years

Aims and Outcomes

Educational Aims of the Programme

To prepare students for employment and/or further academic study via a comprehensive understanding of the interdisciplinary nature of the study of events management.

To provide an opportunity for students to achieve full academic potential through honours degree level study which encourages a high degree of initiative, independent judgement, self-motivation, critical self awareness and learner autonomy within the field of events management.

To produce graduates with a knowledge and critical understanding of the nature, structure, composition, management and consumption of the events industry sectors and their global environment.

To develop students' abilities in selection, organisation, analysis and critical evaluation of information relating to the events industry.

To produce graduates who are able to function competently as reflective professionals within the events industry.

To encourage students to engage with the development of employability skills by completing a self-awareness statement.

In addition to the aims for the main target award, the sandwich programme aims to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.

Learning Outcomes

Code	Description
PLO1	Demonstrate a critical understanding of theories, concepts and principles relevant to events management.
PLO2	Critically discuss the structure of the event industry providers and their sectors.
PLO3	Critically review and debate the influence of the political, technological, social, cultural, environmental and economic factors which affect, or impact upon, the supply and demand of events.
PLO4	Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumers.
PLO5	Transfer and apply creative and analytical skills and exercise significant judgement in a range of situations.
PLO6	Analyse, synthesise, summarise and evaluate information.
PLO7	Reason and critically evaluate.
PLO8	Identify and solve problems individually or co-operatively.
PLO9	Integrate lines of evidence from a range of sources to support arguments.
PLO10	Demonstrate and exercise independent thinking.
PLO11	Demonstrate reflective skills.
PLO12	Critique, analyse, design and use various research methods.
PLO13	Search for, select and interpret information from a variety of sources and report results using appropriate communication skills.

Code	Description
PLO14	Develop appropriate practical skills relevant to the management of events.
PLO15	Develop appropriate numerical skills.
PLO16	Apply appropriate concepts from social science and management discourse.
PLO17	Recognise and apply safe, professional working practices.
PLO18	Communicate effectively to audiences in written, graphical and verbal forms.
PLO19	Manage time and work to deadlines.
PLO20	Participate constructively in groups.
PLO21	Utilise ICT tools and resources efficiently and effectively.
PLO22	Manage a responsible, adaptable and flexible approach to study and work.
PLO23	Recognise, explain and evaluate issues associated with events management.

Programme Structure

Programme Structure Description

Students will be offered the opportunity of either a study abroad or a placement year at Level 5 (they cannot do both). Students will be offered a semester abroad in semester 2 of Level 5 (60 credits). They are able to undertake a semester abroad and a placement year. However students cannot take up the study abroad year AND the semester 2 abroad option.

Semester 2 Abroad

60 credits at Level 5 will be replaced with appropriate study abroad. Students will be enrolled onto a single study abroad module (5011LBSEVM) which will replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance.

Study Abroad Year

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module (5010LBSEVM) the modules to be studied in the host institution must be agreed in advance.

Sandwich Year

The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme and also onto the module 5009LBSEVM.

Level 5 Options

At Level 5 students can choose either 5003LBSEVM Business Ethics or 5006LBSBW Modern Language for Business.

Level 6 Options

At Level 6 students can choose either 6003LBSEVM Entrepreneurship and Innovation or 6002LBSEVM Business Consultancy.

This programme specification applies to students starting the programme from September 2022 onwards.

Students enrolled prior to September 2022 will be aligned to the previously validated programme specification, except they will study 6005LBSEVM Strategic Management module and not 6003SSLN Contemporary Issues in Events module.

Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4001LBSEVM The Events Industry Approved 2022.02 - 20 credit points	
[MODULE] 4002LBSEVM Academic Skills and Digital Literacy Approved 2022.03 - 20 credit points	
[MODULE] 4003LBSEVM Introduction to Management and Leadership Approved 2022.02 - 20 credit points	
[MODULE] 4004LBSEVM Event Operations Approved 2022.01 - 20 credit points	
[MODULE] 4005LBSEVM Creative Event Design Approved 2022.01 - 20 credit points	
[MODULE] 4006LBSEVM Marketing for Tourism and Events Approved 2022.03 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 110 credit points	CORE
[MODULE] 5001LBSEVM Employability Skills Approved 2022.01 - 20 credit points	
[MODULE] 5002LBSEVM Event Planning Approved 2022.01 - 20 credit points	
[MODULE] 5005LBSEVM Research Design Approved 2022.01 - 10 credit points	
[MODULE] 5006LBSEVM Practical Digital Marketing Skills Approved 2022.01 - 20 credit points	

[MODULE] 5007LBSEVM Human Resource Management for Events Approved 2022.01 - 20 credit points	
[MODULE] 5008LBSEVM Event Production Approved 2022.01 - 20 credit points	
Level 5 Options - 10 credit points	OPTIONAL
[MODULE] 5003LBSEVM Business Ethics Approved 2022.01 - 10 credit points	
[MODULE] 5006LBSEVM Modern Language for Business Approved 2022.01 - 10 credit points	
Optional Study Semester - 60 credit points	OPTIONAL
[MODULE] 5011LBSEVM Study Semester Abroad - Sport, Events and Tourism Approved 2022.01 - 60 credit points	
Optional Study Year Placement - 120 credit points	OPTIONAL
[MODULE] 5009LBSEVM Sandwich Year - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
[MODULE] 5010LBSEVM Study Year Abroad - Sport, Events and Tourism Approved 2022.01 - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 100 credit points	CORE
[MODULE] 6001LBSEVM Dissertation Approved 2022.01 - 40 credit points	
[MODULE] 6002LBSEVM Policy, Politics and Events Approved 2022.01 - 20 credit points	
[MODULE] 6005LBSEVM Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6006LBSEVM Responsible Events Management Approved 2022.01 - 20 credit points	
Level 6 Options - 20 credit points	OPTIONAL
[MODULE] 6003LBSEVM Entrepreneurship and Innovation Approved 2022.01 - 20 credit points	
[MODULE] 6004LBSEVM Business Consultancy Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

Acquisition of skills 1-5 is gained through structured lectures, workshops and seminars. Group exercises and presentations ensure that students gain an understanding and experience of teamwork. Work related learning enables students to apply theory to real practical situations. Independent study is encouraged and is supported by formal lectures, workshops and tutorial sessions. Students are encouraged to use a variety of ICT and media to broaden their understanding of the subject.

Formal evaluation of knowledge and understanding is through seen and unseen written examinations, assessed coursework such as essays and reports, and individual and group presentations. Presentations and projects based on individual research.

Cognitive skills are developed through the teaching and learning strategies outlined above. All modules in the programme emphasise student-centred learning, involving students in task-based activities followed by discussion, feedback and a wider application of the concepts (6-14).

Intellectual skills (6-14) are assessed throughout the programme in seen and unseen written examinations, coursework, for example case studies, essays, individual and group reports and presentations. Skill 14 can be demonstrated and developed both explicitly and implicitly during workshops, reflective writing, peer review processes and group work.

All students receive initial generic and module specific guidance and specialist induction on the identification, location and use of multimedia materials in the library and alternative local and non-local sources. Guidance and feedback on assessments are provided at modular level. Criteria for assessment accompany individual assignments. Indicative and essential sources accompany course outlines.

Skills 15-18 are assessed through written coursework, unseen and seen exams, presentations and work related learning.

Oral and written feedback assignments are set regularly. Verbal and written feedback foster reflective awareness and independent learning (18-20). All modules at all levels of the programme are mapped carefully to minimise bunching and promote effective time management (19). Support is given to develop independent skills (10). Group work is encouraged through task-based discussions and workshops (8, 20).

Effective communication is assessed in all areas of learners' work (13, 18). Group-work skills, workshops and reports are assessed through a variety of assessments. Individual coursework - essays, reports, presentations, seen and unseen written exams assess 1-3 and 18-23. Students are encouraged to identify their strengths and weaknesses and set appropriate goals and strategies for achievement (18-23).

Opportunities for work related learning

The BA(Hons) Events Management degree has a range of activities that enable students to engage with industry and employers and experience the world of work. Students have the opportunity to be involved in a number of paid and voluntary initiatives through Event Start, which promotes 'events' related work experience in partnership with local and national organisations. At Level 5, all students will have to plan, stage and evaluate an actual 'live event' for the module 5008LBSEVM Event Production. Many of these events are 'projects' which benefit an organisation or a community agency. In addition to the above, guest lecturers and industry professionals are used throughout the programme to enhance and enrich the learning experience. The optional sandwich placement is available to all students. Sandwich placements are beneficial for a number of reasons: they offer an excellent opportunity to gain valuable relevant paid work experience; the host employer may offer sponsorship to support the student during the final year of study and is often followed by a job offer; the year out boosts confidence and may help the student achieve a better degree result; the experience and personal contacts gained may help to secure a job after graduation.

Entry Requirements

Type	Description
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Alternative qualifications considered	A Higher National Diploma (HND) in a cognate subject area will be considered for entry into Level 6. Applicants are expected to have achieved an average of merit standard. Foundation Degree in a cognate subject will be considered for entry into Level 6. Applicants are expected to have achieved an average of 60%.
GCSEs and equivalents	GCSE English Language and Maths Grade C or above or equivalent required
A levels	112 UCAS tariff points (applicants should have or expect to have at least 2 A Levels or equivalent).
UCAS points	112
Interview required	Mature applicants with sufficient relevant experience will be invited to attend interview.
Other international requirements	For undergraduate courses please apply through UCAS, applicants will be considered in line with normal entry requirement. English Language Requirements All International and EU students must meet the following minimum English Language requirements IELTS 6.0 with a minimum of 5.5 in each component.

Extra Entry Requirements