LIVERPOOL JOHN MOORES UNIVERSITY

Programme Specification Document

Approved, 2022.03

Overview

Programme Code	36576
Programme Title	Events Management
Awarding Institution	Liverpool John Moores University
Programme Type	Top-up
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Thomas Fletcher

Partner Name	Partnership Type
Dubai Tourism College LLC	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours - BAH	See Learning Outcomes Below

Alternate Award Names	

External Benchmarks

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

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	February	Dubai Tourism College LLC	1 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.

Learning Outcomes

Code	Description
PLO1	Demonstrate a critical understanding of theories, concepts and principles relevant to events management
PLO2	Demonstrate and exercise independent thinking
PLO3	Demonstrate reflective skills
PLO4	Critique, analyse, design and use various research methods
PLO5	Search for, select and interpret information from a variety of sources and report results using appropriate communication skills
PLO6	Develop appropriate practical skills relevant to the management of events
PLO7	Develop appropriate numerical skills

Code	Description
PLO8	Apply appropriate concepts from social science and management discourse
PLO9	Recognise and apply safe, professional working practices
PLO10	Communicate effectively to audiences in written, graphical and verbal forms
PLO11	Manage time and work to deadlines
PLO12	Critically discuss the structure of the event industry providers and their sectors
PLO13	Participate constructively in groups
PLO14	Utilise ICT tools and resources efficiently and effectively
PLO15	Manage a responsible, adaptable and flexible approach to study and work
PLO16	Recognise, explain and evaluate issues associated with events management
PLO17	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
PLO18	Analyse and critically evaluate the nature, characteristics, needs and expectations of different consumers
PLO19	Transfer and apply creative and analytical skills and exercise significant judgement in a range of situations
PLO20	Analyse, synthesise, summarise and evaluate information
PLO21	Reason and critically evaluate
PLO22	Identify and solve problems individually or co-operatively
PLO23	Integrate lines of evidence from a range of sources to support arguments

Programme Structure

Programme Structure Description

Programme Structure - 120 credit points	
Level 6 - 120 credit points	
Level 6 Core - 120 credit points	CORE
[MODULE] 6500DCT Strategic Management Approved 2022.01 - 20 credit points	
[MODULE] 6503DCT Business Consultancy Approved 2022.01 - 20 credit points	
[MODULE] 6504DCT Event Impacts Approved 2022.01 - 20 credit points	
[MODULE] 6505DCT Contemporary Issues in Events Approved 2022.01 - 20 credit points	
[MODULE] 6501DCT Enterprise and Entrepreneurship Approved 2022.01 - 20 credit points	
[MODULE] 6502DCT Personal Development and Employment Approved 2022.01 - 20 credit points	

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

Teaching, Learning and Assessment

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.

ll 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

DCT is experienced in sourcing and supporting work related learning and continues to offer work related learning opportunities to students.

Entry Requirements

Type	Description
A levels	As an articulation, DCT students will enrol onto the BA (Hons Events Management) programme at level 6 providing they have passed the related Certificate programme at DCT with a GPA of 2.5 or higher and the related Diploma programme at DCT with a GPA of 2.5 or higher.

Extra Entry Requirements