

Research Design

Module Information

2022.02, Approved

Summary Information

Module Code	4003LBSEVM
Formal Module Title	Introduction to Management and Leadership
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to provide an introduction to management and leadership theory with particular reference to the events industry. It aims to develop management skills in students which they can apply in employment or in practical elements of their degree.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe the theory and practice of management, with contextualised reference to the event industry.
MLO2	2	Explain the theory and practice of leadership as applicable to event managers.

Module Content

Outline Syllabus	Definitions of management and the evolution of management thinking. Management roles and functions. The practice of service management. Definitions of leadership and the evolution of leadership theory. The importance of leadership for event organisers.
Module Overview	
Additional Information	

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	40	0	MLO2, MLO1
Portfolio	AS2	60	0	MLO2, MLO1

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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