

## Module Information

2022.01, Approved

### Summary Information

|                     |   |
|---------------------|---|
| Module Code         | 4006SSLN                                  |
| 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              | 20    |
| Seminar              | 20    |

### 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. |
|------|---|

**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        | This module introduces you to management and leadership theory with particular reference to the events industry. It aims to develop your management skills which you can apply in employment or in practical elements of your degree.                        |
| Additional Information |  |

### Assessments

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

### Module Contacts

#### Module Leader

| Contact Name  | Applies to all offerings | Offerings |
|---------------|--------------------------|-----------|
| Valerie Makin | Yes                      | N/A       |

#### Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
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