

Liverpool John Moores University

Title: Contemporary Issues in Events
Status: Definitive
Code: **6503IACTEM** (126065)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Laura Dixon	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	40

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Essay Plan and Annotated Bibliography (1000 words)	20	
Essay	AS2	Essay - Self Titled (3500 words)	80	

Aims

To develop a critical perspective of contemporary issues within the events industry

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate the ability to synthesize critical understanding of contemporary

- issues.
- 2 Critically analyse the implications to events management of a contemporary issue and consider potential solutions

Learning Outcomes of Assessments

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

Essay Plan and Bibliography	2	1
Essay - Self Titled	2	1

Outline Syllabus

The syllabus and content will be driven by the current debates within the diverse events industry and to include professionalism within events, cultural policy and its creation, the role of associations, political ideology, ethics, quality, volunteerism.

Learning Activities

Interactive lectures which will be both tutor and student led. Students will participate in discussions based around material presented in the lectures as well as using prescribed reading and case studies.

Notes

This is an opportunity to critically investigate current issues of debate within the events industry. Exploring interrelationships between events and wider policy aims will allow student to contextualise events within a wider political setting. How events function under different political ideologies will frame students' understanding of how events can be subject to varying contemporary debates