

Module Information

2022.01, Approved

Summary Information

Module Code	6504MMET
Formal Module Title	Contemporary Issues in Management
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Liverpool Institute for Performing Arts

Learning Methods

Learning Method Type	Hours
Lecture	7
Practical	30
Tutorial	2
Workshop	39

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
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JAN-PAR	PAR	January	12 Weeks
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Aims and Outcomes

Aims	To further develop students' critical and evaluative skills of a range of contemporary managerial issues including, but not limited to, business innovation, e-commerce, creativity and enterprise, sustainability, globalisation, business ethics, and industry futures, particularly the way these issues impinge upon the music, entertainment, theatre and events economies.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Synthesise and critically evaluate the impact of contemporary issues and developments on a specific area of management in the fields of music, entertainment, theatre and events.
MLO2	2	Utilise specialised research skills synthesising areas of study relevant to music, entertainment, theatre and events economies.
MLO3	3	Critically evaluate new information, concepts and evidence from a range of sources.
MLO4	4	Engage professionally with industry practitioners.
MLO5	5	Evaluate, select and apply appropriate techniques and methods for professional and effective oral and written communication by delivering a paper to their peers in a professional manner within a conference environment.

Module Content

Outline Syllabus	Introduction to the module; choosing and researching a topic. Core skills: presentations, writing abstracts. The remainder of classes will be on discursive topics led by a guest following guidance from the Module Leader. Topics may draw on a range of contemporary managerial issues in accordance with the module aims. Sample Syllabus: 1: Introduction to the Module 3: Refining your topic/writing your abstract 4. New Technology and the Performing Arts Mind map 5. The corporate matrix & the transfer price mechanism 6. New business models for music 7. The New Journalism 8. Current issues in theatre producing 9. Challenges and Future directions for Commercial Music 10. How to do PR 11. Presentation skills 12. Conference presentations
Module Overview	
Additional Information	THE MODULE LEADER IS PHIL SAXE (P.Saxe@lipa.ac.uk)

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Continuous Assessment	50	0	MLO4, MLO5
Report	Presentation	50	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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