

Liverpool John Moores University

Title: Contemporary Issues in Management
Status: Definitive
Code: **6504MMET** (123703)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Teri Howson-Griffiths	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 78
Total Learning Hours: 200
Private Study: 122

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	7
Practical	30
Tutorial	2
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	Continuous Assessment (portfolio incl. research plan, summary of research undertaken, 3 reviews & rationale for presentation format)	50	
Presentation	PRES	Presentation	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 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.
- 2 Utilise specialised research skills synthesising areas of study relevant to music, entertainment, theatre and events economies.
- 3 Critically evaluate new information, concepts and evidence from a range of sources.
- 4 Engage professionally with industry practitioners.
- 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.

Learning Outcomes of Assessments

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

Continuous Assessment	4	5	
Presentation	1	2	3

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 Mindmap*
- 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*

Learning Activities

The module will be delivered utilising a range of teaching and learning strategies to include:

- Seminars incorporating lectures and discussions; tutorial; engagement with industry leaders. The remainder will be independent and self-directed study, including the preparation for class participation. Classes led by Guest Lecturers from industry.
- Skills lectures delivered by the Module Leader.
- 5 day Contemporary Issues in Management Conference

There is an expectation that students will participate in a range of forums in order to research and share their research (see 'notes'). Prior reading is essential, and students will be responsible for identifying and disseminating core papers and articles, together with references to appropriate wider reading.

Notes

THE MODULE LEADER IS PHIL SAXE (P.Saxe@lipa.ac.uk)