Contemporary Issues in Events

Module Information

2022.01, Approved

Summary Information

Module Code	6505VLUBW
Formal Module Title	Contemporary Issues in Events
Owning School	Business and Management
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
Van Lang University

Learning Methods

Learning Method Type	Hours
Lecture	40

Module Offering(s)

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

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate the ability to synthesize critical understanding of contemporary issues.
MLO2	2	Critically analyse the implications to events management of a contemporary issue and consider potential solutions

Module Content

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.
Module Overview	
Additional Information	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

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Lindsey Gaston	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings