

## Liverpool John Moores University

Title: Contemporary Issues in Events  
Status: Definitive  
Code: **6505VLUBW** (128604)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Van Lang University

| Team           | Leader |
|----------------|--------|
| Lindsey Gaston | Y      |

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

### Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 40            |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Report   | AS1               | Report      | 40            |               |
| Essay    | AS2               | Essay       | 60            |               |

### 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:

|                         |   |   |
|-------------------------|---|---|
| Individual Presentation | 2 | 1 |
| Essay                   | 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