



Module Specification

Contemporary Issues in Events

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Part 1: Information

Module title: Contemporary Issues in Events

Module code: UMKCYP-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Contemporary Issues in Events introduces you to key concepts relevant to event studies within the context of contemporary issues in event studies. Through studying these topics, you are encouraged to develop a critical understanding of events.

Features: The module provides you with an opportunity to evaluate events through a specific disciplinary lens.

Educational aims: The module aims to introduce learners to key concepts relevant to event studies through an exploration of contemporary topics relevant to events management.

The module aims to develop learners critical understanding of events through the lens of a foundation discipline.

Outline syllabus: Indicative Content:

Event typology

Globalisation

The Fourth Industrial Revolution

Sustainability

Event Futures

Demographic Change and Generation Theory

Ethics

Equality, Diversity and Inclusion

Events and Wellbeing

The Night-time Economy

Part 3: Teaching and learning methods

Teaching and learning methods: This module introduces you to Event studies.

Through a series of workshops involving class and small group discussion and activities, you will have the opportunity to apply theory to practice and to develop a critical understanding of events within the context of contemporary issues within the field.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Develop benchmarking criteria and evaluate a live event to make recommendations for enhancement.

MO2 Demonstrate critical understanding of the influence of an events studies foundational discipline on event theory, research, and practice

MO3 Present and defend a position both orally and in writing.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/46C0A0C9-B2F9-32E8-3EEA-F61DF83C0898.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/46C0A0C9-B2F9-32E8-3EEA-F61DF83C0898.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Task 1 (60%) - LO 2 & 3

Task 1 is a 3000-word report critically evaluating an event from the perspective of one of the topics covered on the module (e.g. globalisation or a related concept; sustainability; or equality, diversity or inclusion).

Task 2: Viva (40%) - LO 1 & 3

Task 2 is an online oral examination/viva (40%). This involves learners drawing on theory to formulate evaluative responses to questions about the field of events supporting their argument with evidence and illustrative examples.

Assessment tasks:

Examination (First Sit)

Description: 20 minute viva

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

Written Assignment (First Sit)

Description: An evaluation of an event attended by the student.

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3

Examination (Resit)

Description: Viva

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Written Assignment (Resit)

Description: An evaluation of an event attended by the student.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Frenchay] MSc 2023-24

Events Management [Sep][PT][Frenchay][3yrs] MSc 2022-23