



Module Specification

Developing Thought Leadership in Events

Version: 2023-24, v2.0, 21 Jul 2023

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Part 1: Information

Module title: Developing Thought Leadership in Events

Module code: UMKCYM-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module provides you with the opportunity to conduct a sustained enquiry on an events topic of your choice that you can use to develop yourself as a thought leader within the field of events.

Features: Not applicable

Educational aims: This module aims to provide learners with the opportunity to undertake independent research on a topic that is related to the programme and of personal interest to the student and supported by a research mentor.

Outline syllabus: Thought leadership

Choosing a topic

Developing a research question, aim, and first objective

Research philosophy

Sampling

Evaluating the quality of research

The critical literature review

Ethics

Conducting qualitative research

Analysing qualitative research

Conducting quantitative research

Analysing quantitative research using SPSS

Assessment support

Part 3: Teaching and learning methods

Teaching and learning methods: This research project module provides you with scaffolding to learning to guide you through understanding threshold concepts and engaging in the research process to enable you to write a research proposal, conduct your research, and disseminate your findings to develop thought leadership within the field of events.

In trimester two, you will attend a series of workshops comprising engaging lecturing and active learning. You will engage in class discussion to critique case studies, apply your learning to the development of your own research project, and engage in peer supported learning.

Blackboard is utilised as the virtual learning environment and to facilitate peer-to-peer and lecturer-to-student formative feedback.

Engagement in class and your own independent reading to help embed your learning are crucial to your success.

In trimester three, you will be supported by a mentor to conduct your research and build a portfolio of evidence covering four core elements of the research process: aim and objectives; the conceptual framework; methodology; and findings and analysis.

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

MO1 Demonstrate an ethical approach to project management to plan and execute a significant piece of independent research in the field of events management.

MO2 Communicate and defend conclusions using a variety of formats.

MO3 Critically discuss and appraise current and core issues in the relevant literature.

MO4 Identify, apply and defend meaningful choices in relations to methodology and data

MO5 Evidence deep understanding of, and ability to reflect critically on, chosen research approach, process and feedback

MO6 Critically analyse data and consider the significance of the research findings to produce practical conclusions and recommendations.

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 578 hours

Face-to-face learning = 22 hours

Total = 600

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/95D96B36-DF64-EF94-5A0A-FCEF6FFDA0A3.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/95D96B36-DF64-EF94-5A0A-FCEF6FFDA0A3.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: The assessment is designed to develop skills and allow the learning outcomes to be demonstrated. You will work through the stages of a research project and have the opportunity for formative feedback through discussion of your portfolio elements with your research mentor. This provides you with structured scaffolding and formative feedback to support you in developing a portfolio (task 1). After submitting your portfolio, you will be invited to discuss your portfolio (task 1). You will then write up your findings and analysis, conclude as to your key findings and make recommendations for practice within a blog (task 2) that you can share on social media to develop yourself as a thought leader within the events industry.

Task 1 (60%): Portfolio and critical discussion.

Task 2 (40%): Written assignment 2000-3000 words.

Assessment tasks:

Project (First Sit)

Description: Portfolio and critical discussion (30 minutes)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (First Sit)

Description: 2000-3000 word blog.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO6

Project (Resit)

Description: Portfolio and Critical Discussion (30 minutes)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: 2000-3000 word blog.

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Events Management [Sep][PT][Frenchay][3yrs] MSc 2021-22

Events Management [Frenchay] MSc 2023-24