



MODULE SPECIFICATION

Part 1: Information			
Module Title	Contemporary Issues in Events		
Module Code	UMKDBP-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	Contemporary Issues and Practice in Events 2020-21		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p>Overview: This module will allow you to explore the relationships between events and a range of contemporary issues in society, culture, politics, economics and the environment.</p> <p>Educational Aims: This module provides students with the opportunity to consider the effects of contemporary issues on events. Taking a future facing perspective, students will apply theory to practice to evaluate the sustainability of a particular event with a view to making strategic recommendations.</p> <p>Outline Syllabus: The syllabus includes:</p> <ul style="list-style-type: none"> Globalisation Events and politics The Anthropocene The 4th Industrial Revolution From Boomer to Zoomer Ethics

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Gender
Accessibility
Event futures
<p>Teaching and Learning Methods: Lectures will provide theoretical and conceptual overviews of contemporary issues in events. Tutorials will further embed the learning introduced in the lectures through active learning. Module delivery will be based on an average of 2 hours of scheduled learning and teaching activities per teaching week over 11 weeks.</p>

Part 3: Assessment			
Students will choose an event of their choice as the focus of their assessments.			
<p>Assessment A is a 5min presentation . Assessment A provides students with the opportunity to gain feedback on their plan for assessment B. Students are required to produce a plan in any format they wish, and present the plan to their lecturer to gain feedback. Students will be graded on their knowledge and understanding and their presentation skills.</p> <p>Assessment B is a 2500 word report. Assessment B requires students to identify and discuss key drivers likely to affect the future of a particular event. Students should conclude as to the future outlook for the event and make strategic recommendations based on this.</p>			
First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	70 %	Report (2500 words)
Presentation - Component A		30 %	Presentation to tutor (5mins)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	70 %	Report (2500 words)
Presentation - Component A		30 %	Presentation to tutor (5 minutes)

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Analyse the potential impacts of future drivers likely to effect events.	MO1
	To evaluate the sustainability of events in a dynamic world	MO2
	To recommend how events can adapt to thrive in a changing environment	MO3
	Communicate ideas effectively to a variety of audiences	MO4
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	

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	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<i>The reading list for this module can be accessed via the following link:</i> https://uwe.rl.talis.com/modules/umkdbp-15-3.html	

Part 5: Contributes Towards	
This module contributes towards the following programmes of study: Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19	