



Module Specification

Contemporary Issues in Events

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Part 1: Information

Module title: Contemporary Issues in Events

Module code: UMKDBP-15-3

Level: Level 6

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: Contemporary Issues and Practice in Events 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

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.

Features: Not applicable

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.

Outline syllabus: The syllabus includes:

Globalisation

Events and politics

The Anthropocene

The 4th Industrial Revolution

From Boomer to Zoomer

Ethics

Gender

Accessibility

Event futures

Part 3: Teaching and learning methods

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.

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

MO1 Analyse the potential impacts of future drivers likely to effect events.

MO2 To evaluate the sustainability of events in a dynamic world

MO3 To recommend how events can adapt to thrive in a changing environment

MO4 Communicate ideas effectively to a variety of audiences

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkdbp-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umkdbp-15-3.html>

Part 4: Assessment

Assessment strategy: Students will choose an event of their choice as the focus of their assessments.

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.

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.

Assessment tasks:

Presentation (First Sit)

Description: Presentation to tutor (5mins)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

Written Assignment (First Sit)

Description: Report (2500 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Presentation to tutor (5 minutes)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

Written Assignment (Resit)

Description: Report (2500 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Events Management {Top-Up} [NEU] BA (Hons) 2023-24

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2019-20