

MODULE DESCRIPTOR

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| MODULE TITLE | International Cultural Events | | |
| Module Code | 19-7T10-00S | | |
| Level | 7 | | |
| Credit Points | 15 | | |
| Indicative Assessment Components & Percentage Weightings | Coursework 100% | | |
| Pre-Requisite Modules (if applicable) | None | | |
| Delivered according to Standard Academic Calendar | Long: 2 semesters | Short: 1 semester | Other delivery pattern: |
| YES | NO | YES | None |

1 MODULE AIMS

The aims of the module are to:

1. critically investigate relevant policies and frameworks relating to international cultural industries;
2. apply research skills to the development of a case study; and
3. critically analyse theory from the broad base of Events Studies.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Critically evaluate the contribution of governments, commercial companies and communities to the development of International Cultural Industries.
2. Analyse aspects of a range of management skills in the International Cultural Industries.
3. Understand research skills to develop a case study relating to organisations and agencies within the cultural industries.
4. Critically analyse appropriate literature and Events Studies theory.
5. Consider aspects of knowledge of a range of sectors including sports, arts, media and heritage, which contribute to International Cultural Industries.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The contact hours will be used flexibly, and each week may include lecture, group discussions, small group exercises, workshops or field trips. The content of lectures will be supported by exercises which enable the close examination and reflection on a range of learning materials.

The module will be assessed by two coursework assignments. A case study exercise which will test your ability to investigate an example of a cultural industry organisation and an essay which will test your ability to understand and apply academic theory and Events Studies literature to a question on International Cultural Industries.

4 INDICATIVE MODULE CONTENTS / TOPICS

- The event and conference industry operate within the setting of international cultural industries, which include sport, arts, media, heritage;
- Review of the work of government, non-government agencies, commercial and not of profit in the development of International Cultural Industries;
- Case studies of international cultural events such as the Olympic Games; The Indian International Film Academy Awards; Glastonbury Festival; World Snooker Championships are considered in the context of the growing academic area of Events Studies;
- Considerations of current developments of key management areas are considered;
- Review and application of research methods in the development of case study.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**