

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA CREATIVE BUSINESS MANAGEMENT

PROGRAMME SPECIFICATION 2018/19

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts		
Course Title	Creative Business Management		
Course Location and Length	Campus:	Length: Full-time – 1 year	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2018/19 – 2021/22		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements ²			
<p>A good Honours degree (normally 2:1 or above) or equivalent qualification in the subject or a related discipline, and/or; relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration may also be given to applicants who present a degree with a lower classification, but can make a strong case for admission in relation to a particular project.</p> <p><i>Minimum English language requirements:</i> For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.0 (TOEFL 550 (CBT 213) or equivalent is required. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p>			
Overall methods of assessment ³ -	Written exams:	Practical exams:	Coursework:
Course	0%	20.0%	80.0%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Course	30.8%	69.2%	0%

¹ Regulated by the Higher Education Funding Council for England

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	555 hours	1245 hours	0 hours
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement, September 2015			
QAA Subject Benchmark Statement: Masters Degrees in Business and Management, June 2015			
Framework for Higher Education Qualifications (FHEQ)			

The course structure				
<p>The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:</p> <ul style="list-style-type: none"> ▪ Rules for progression between the stages of a course; ▪ Consequences of failure for reassessment, compensation and exit awards; ▪ Calculation and classification of awards; 				
Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Course				
ECBM7002 Business Lecture Series	7	20	Core	
ECBM7003 Creative Thinking	7	20	Core	
ECBM7001 International Finance, Accounting and Reporting	7	20	Core	
ECBM7005 People and Management	7	20	Core	
ECBM7004 International Business Strategy	7	20	Core	
ECBM7006 Ideas Development and Business Proposal	7	40	Core	

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

ECBM7007 Final Creative Business Project	7	40	Core	
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Section B - Course Overview

The MA Creative Business Management is designed to allow you to gain a breadth of knowledge from a range of creative subject areas and further enhance your career prospects within the creative business industry. It is the perfect course to push you to the forefront of management and enable you to build a portfolio of creative skills and business acumen which will support your professional development.

This course sits within the new School of Business for the Creative Industries and enables you to collaborate with other Creative Business and Media postgraduate students through a series of lectures and to develop a co-creative working environment. The course will provide innovative high-level business content and is tailored to the specialised leadership challenges and opportunities of the creative industries with a focus on Creative Business.

- You will be exposed to business leaders and practitioners, founders and senior staff in a multitude of creative industry businesses. This will enable networking opportunities to ask challenging questions and gain advice.
- Create a portfolio of work including business plans, consulting reports and strategies.
- Develop the skills required to answer difficult questions by researching and finding evidence to back-up decisions and make recommendations to managers.

In Term one MA Creative Business Management and MA Creative Marketing and Advertising will collaborate through a series of lectures. Then through varied briefs you will be taught through seminars, tutorials and workshops. You will undertake formative and summative assessment which will depend on your portfolio outcomes but may include reports, pitches, essays, etc. At postgraduate level there is a strong emphasis on independent research with some element of group work.

By Term 2 you will begin to undertake and explore the unique identity of international business practice and take elements from the course which will begin to support your development leading into Term 3.

Term 3 you will take your acumen developed from Term 1 and 2 and develop a comprehensive understanding of your chosen creative business discipline and refine and hone your skills which will support and develop your professional career development or further study. From this you will be developing a final resolved creative business project.

Section C - Course Aims

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| A1 | To provide you with in-depth knowledge of the creative economy and how businesses operate. |
| A2 | To provide you with understanding of international business strategies specific to creative practices within a commercial context. |

- A3 To facilitate how you document and communicate theory to practice to challenge preconceptions and highlight opportunities for professional business development within the creative industries.
- A4 To enable you to have a global mindset and cross cultural intelligence to further develop your competencies within creative business management
- A5 To identify opportunities for the application of creative thinking and complex problem solving within an immediate and future business context.
- A6 To further develop your understanding of financial business practice within the creative sector
- A7 To allow you to develop the capacity for autonomy in your learning process, in order to facilitate the acquisition of knowledge and lifelong professional skills
- A8 To support you with the management and delivery of an individual final creative business project related to your professional area of interest and career aspirations.

Section D - Course Outcomes

Upon successful completion of the course you are able to:

Knowledge

- LO1 Present in-depth knowledge of the creative economy and how business operate within it.
- LO2 Demonstrate in-depth knowledge and understanding of international business strategies specific to creative practices within a commercial context
- LO3 Demonstrate the ability to communicate the theory to practice and to challenge preconceptions and highlight opportunities for professional business development within the creative industries.

Understanding

- LO4 Demonstrate your global mindset and cross cultural intelligence to further develop your own competencies within creative business management
- LO5 Present your understanding of how to apply your creative thinking and complex problem solving within an immediate and future business management context.
- LO6 Interpret and understand finance in practice to support strategy, planning and implementation within creative business

Application

- LO7 Work effectively in a professional context autonomously and in group environments to demonstrate professional working skills.
- LO8 Develop your creative business management skills and relate your study to an individual project related to your professional area of interest and career aspirations

Section E - Learning, Teaching and Assessment

Learning and Teaching

- The MA Creative Business Management is supported by seminars, tutorials, workshops and critiques. The course is supported through a series of core interconnected units within the School of Business which allow the student to collaborate and work alongside fellow creative business practitioners.
- At postgraduate level, the student is expected to identify, develop and manage their own MA project and further develop the skills needed for autonomy of research. Through a proactive relationship with their tutors, students will lead their project work and be supported by staff and engagement with professional industry links.
- Autonomous learning is an integral part of the structure of the Business school for the Creative Industries. The collaborative teaching and learning practices encourage students to not only develop the abilities of independent learning as thoroughly as possible but also collaborate with creative practitioners within a professional business context.
- It is the course aim to develop in MA students a high level of competence in practical, visual, oral and written expression and to equip students with the confidence to communicate their ideas effectively
- Students gain credits through successful completion of units within the University's Common Credit Framework. Master of Arts degrees will be awarded on the basis of meeting the credit requirements

Assessment Strategies

- The assessment strategy for the MA course is concerned with the student's development through **understanding** of bodies of **knowledge** and the **application** of a range of advanced skills in the deployment of this knowledge.
- The individual units have integrated outcomes combining both knowledge and the deployment of skills. The assessment criteria for each unit are always set out in accordance with the structure outlined above. As such they breakdown the demonstration of learning into a series of separate elements. In order to make clear this relationship, learning outcomes are mapped against assessment criteria in each unit descriptor.
- The diversity in assessment tasks allows for inclusivity for all students. The assessment criteria is suitable for students from a range of language and cultural backgrounds. Inclusive practice of written assignments, presentations, research proposals etc allows for diversity of assessment methodology.
- We use Turnitin for all written and visual submissions. This allows students to identify if there are any mistakes or weaknesses in citations so as to improve their academic writing skills and further support them. It allows the assessors to provide constructive feedback which is always on personal and professional development. The MA course will use Level 7 Grading descriptors.

- In order for students to have access to professional working practice the Business Lecture series allows for networking and also allows for Live projects and possibility of work placement outside of scheduled teaching.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives