

PROGRAMME SPECIFICATION

1 Qualification	2 Programme title	3 UCAS Code	4 Programme type
<b>Batchelor of Science</b>	<b>Media and Creative Industries Business</b>		<b>Modular Single Full time</b>
<b>5 Main purpose and distinctive features of the programme</b>			
<p>To provide students with knowledge on business in the media, creative and digital industries, a good understanding of e-Business and the place of creative business in the current environment</p> <p>To provide students with transferable skills for employment in a media and creative industries context or for postgraduate study.</p> <p>To permit students to enter employment in a broader context of business related to media and creative industries or to undertake further study</p> <ul style="list-style-type: none"> <li>• To permit students to gain transferable skills and maintain a personal development portfolio</li> </ul>			
<b>6 What a graduate should know and be able to do on completion of the programme</b>			
<p>(a) Knowledge and understanding of the subject</p> <p>Demonstrate understanding of concepts and principles</p> <p>Describe the current status of the media, creative and digital industries</p> <p>Explain current issues and trends</p> <p>Discuss approaches to and methods for development, delivery and support of media ideas and projects</p> <p>Identify sources of information in relation to current status and future developments of the media, creative and digital industries.</p>		<p>(b) Subject specific practical and professional skills</p> <p>Design and develop ideas and projects for the media, creative and digital industries</p> <p>Support and manage change of a creative business environment using a variety and range of tools and techniques</p> <p>Undertake research in an area of the media, creative or digital industries</p> <p>Make sound professional judgements that are sensitive to legal, social and ethical factors in the field</p> <p>Apply subject specific knowledge and understanding to creative business situations</p>	
<p>(c) Cognitive skills in the context of the subject</p> <p>Independent learning, enquiry, research and citation</p> <p>Analysis, reflection and critical review and evaluation</p> <p>Problem stating and problem solving</p> <ul style="list-style-type: none"> <li>• Conceptualisation and model building</li> </ul>		<p>(d) Other skills e.g. key/transferable developed in subject or other contexts</p> <p>Expression, communication and interpersonal skills</p> <p>Numeracy and quantitative skills</p> <p>Capacity to learn and investigate</p> <p>Self development</p> <ul style="list-style-type: none"> <li>• Ability to work in appropriate working environment</li> </ul>	

<b>7 Qualities, skills and capabilities profile</b>	
<p><b>(a) Cognitive</b>          Analysis          Numeracy          Conceptualisation          Theoretical problem solving          • <b>Understanding of concepts and theories</b></p>	<p><b>(b) Practical</b>          Investigate and undertake research          Analyse, evaluate and make judgements          Solve problems          • <b>Design and develop products for media, creative and digital industries</b></p>
<p><b>(c) Personal and Social</b>          Develop and motivate self          Work with others and respect their views          Manage change          • <b>Undertake life long learning</b></p>	<p><b>(d) Other</b>          • Work in a professional and ethical manner          • <b>Be environmentally aware</b></p>

**8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units (1 Year full-time). Honours Degree = 120 credits**

<b>Part II <i>Students 5 (Single) Modules</i></b>			
<b>HE6 Honours Modules</b>	<b><u>Core Modules</u></b>  Project (40 credits)  People and Project Management (20 credits)  Finance for Non-Finance Managers (20 credits)  Innovation and Ideas Generation (20 credits)  Special Event Management (20 credits)	<b><u>Options (normally 20 credits each)</u></b>	<b><u>Project (20 credits)</u></b>

9. Learning, Teaching and Assessment Strategy	<b>10 other Information</b>
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### **Learning and Teaching Methods**

- Lectures, practical work, directed reading, research and study, independent reading and research, tutorials, seminars, case studies, small projects

### **Assessment methods**

- Linked to the learning outcomes of each module
- Will include essays, practical work, presentations, reports, (unseen, seen, case study based), project

### **Assessment Classification System**

- Pass mark for individual assessments = 40%  
All assessments for a module must be completed to a minimum pass standard
- Final degree classification based level HE5 and HE6 modules Honours  
**Classification bands**
- Note that marginal criteria operate within final 2% of each band category  
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70% +               = First Class  
60 – 69%         = Upper Second Class

- Date programme first offered 2008
- Admission Requirements
- Sector relevant FSD Degree pass

### **Indicators of Quality and Standards**

- External examiner monitoring and reporting  
Internal monitoring and review processes

50 – 59% Class	= Lower Second	
40 – 49%	= Third Class	
35 – 39%	= Borderline Fail	
< 35%	= Fail	