

PROGRAMME SPECIFICATION

Programme Title: BSc (Hons) Business Management with Creative Industries

Partner Institution: GSM London

Start Date: October 2015

First Date of Award: 2017

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PROGRAMME SPECIFICATION

This Programme Specification should contain no information referring to individual members of staff as it will be employed as a public document.

PS1. Programme Details

Awarding Institution:	Plymouth University
Teaching Institution:	GSM London
Accrediting Body:	NA
Language of Study:	English
Mode of Study:	Standard (3 Years) / Accelerated (2 Years) Extended Standard (4 Years)/ Extended Accelerated (3 Years) Part-time Standard (4 Years)/ Part-time Extended (5 Years 1 Semester) (See Appendix: Programme Structure by Delivery Mode)
Final Award:	BSc (Hons)
Intermediate Award:	CertHE 120 credits; DipHE 240 credits; Ordinary degree 320 credits
Programme Title:	BSc (Hons) Business Management with Creative Industries
UCAS Code:	2 Year – 1NN1 3 Year – NNN1 2 Year (Extended) – N1NN 3 Year (Extended) – NN1N
JACS Code:	N200
Benchmarks:	QAA Framework for Higher Education Qualifications in England, Wales QAA Subject Benchmarks: General Business and Management (GBM) QAA Code of Practice for the assurance of academic quality and standards in Higher Education SEEC 2010
Date of Programme Approval:	15/01/2015

PS2. Brief Description of the Programme

The following is a description of the programme that clarifies both its position within the delivering institution and Plymouth University's portfolio. This material/ may be used for promotion of the programme and the text should be approximately 200-250 words.

The Creative and Cultural Industries are one of the fastest growing employment sectors in London. It comprises 13 sub sectors (fashion, design, film and TV, architecture, computer games, media, theatre, music, dance, publishing, crafts, antiques and fine art).

This is an applied award with an underpinning philosophy of "critical vocationalism" which blends reflective practice, analytical enquiry and project-based learning to the management challenges in the creative industries. It is aligned with relevant critical and theoretical studies that explore dimensions of management and enterprise and the distinctive context in which creative businesses thrive.

During the programme, students' knowledge and skills are evaluated through a range of innovative assessment methods including interactive and practical applications of skills within the business management context. At stage one, students will focus on the principles and fundamentals of core management and be given the opportunity to define the role of managers within organisations. At stage two, students focus on using their knowledge of business management to build their skills capacity and to model the required behaviours of professional managers. At stage three of the programme, students critically analyse and evaluate the effectiveness of various models of management practice that contribute to driving organisational performance. Graduates of the programme will emerge with a well-rounded view of business management practice which enables them to confidently increase their employability within industry.

PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)

Full details of professional qualifications/accreditation by professional/statutory bodies are available at:

<http://www.gsm.org.uk/undergraduate/professional-qualifications>

PS4. Exceptions to Plymouth University Regulations

Plymouth University have approved an exemption to the regulations enabling GSM London to utilise a 15/30 credit structure.

PS5. Programme Aims

The programme will deliver:¹

- A1. A critical understanding of the principles underpinning business management and their application to the creative industries.
- A2. An appreciation of management practice and its contribution in driving performance in creative industries businesses.
- A3. The practical application of business management skills to the distinctive challenges encountered by creative businesses.
- A4. Development of individual confidence and competence to operate effectively within the creative industries and foster professional approaches to business management that underpin success.
- A5. An explanation and critical analysis of the ways in which cultural and creative industries may contribute to urban, social and economic regeneration, community development and representation and individual self-expression.
- A6. A higher education to equip the student for a range of careers.

PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to:⁵

Knowledge and understanding:

- K1.0 Demonstrate knowledge and understanding of the key aspects of business management required by the creative industries.
- K1.1 Apply a factual and conceptual knowledge-base to such creative business areas as finance, people, their behaviour and communications.
- K1.2 Recognise the need to collect, manipulate and interpret relevant quantitative and qualitative data to address business issues and develop coherent solutions.
- K1.3 Identify how different cultural and business contexts affect the creative industries.
- K1.4 Consider ethical issues in cultural and creative business activities and discuss these in relation to personal beliefs, behaviours and values.

¹ Recommended: 5-7 “numbered points”

- K1.5 Evaluate the political, social and economic frameworks that underpin the purpose of the creative industries and the practice of management across the sector.

Cognitive and Intellectual Skills:

- C2.0 Engage in meaningful debate and analysis of topics related to business management within the creative industries.
- C2.1 Carry out an analysis of the business environment with guidance to provide satisfactory responses to issues encountered by creative and cultural practitioners.
- C2.2 Apply the correct concepts and frameworks to clearly defined problems, while beginning to appreciate the complexity of the decision-making involved in the creative industries
- C2.3 Evaluate the reliability of data using recognised and appropriate financial and quantitative techniques.
- C2.4 Collect and synthesise business ideas and information to support strategic decision making.

Transferrable Skills:

- T3.0 Utilise the transferable skills necessary to work within areas of management across the creative industries.
- T3.1 Operate and adapt management practices to the creative industries using standard, recognised techniques.
- T3.2 Work with limited autonomy within agreed and defined parameters.
- T3.3 Develop responsibility for their own learning and reflect on their professional practice.
- T3.4 Work effectively with others while meeting the required obligations involved.

Employment:

- E4.0 Demonstrate possession of the skills required for graduate employment in the creative industries including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.
- E4.1 Identify the career specialisms available within management of the creative industries and progression routes that reflect their interests and abilities.
- E4.2 Understand careers pathways and the professional expectations, behaviours and values required to achieve these.

Practical:

- P5.0 Demonstrate the acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.
- P5.1 Demonstrate an understanding of the issues involved when working with others and to be able to act appropriately to achieve successful outcomes.
- P5.2 Apply relevant methods and frameworks to clearly-defined business problems.
- P5.3 Undertake research tasks with minimum guidance to investigate and identify solutions to business problems within the creative industries.
- P5.4 Communicate effectively to explain business issues in a clear and concise manner.

PS7. Distinctive Features

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme:²

- The Business Management with Creative Industries degree provides students with the opportunity to gain knowledge across a wide spectrum of subjects and business functions, as well as the ability to apply it to creative and cultural businesses. This application of knowledge is gained through practical modules such as the level 5 and Capstone projects, as well as through live projects and placements.
- The Creative Industries is a rapidly growing sector aiming to double UK creative exports by 2020. This will translate to growth in career opportunities for graduates with appropriate business management skills. This programme delivers the business management knowledge and skills contextualised and applied to meet the unique nature of this sector.
- The programme will be flexibly delivered and provides the following distinct modes of study: Standard (3 Years); Accelerated (2 Years); Extended Standard (4 Years); Extended Accelerated (3 Years); Part-time Standard (4 Years); Part-time Extended (5 Years 1 Semester) (*See Appendix: Programme Structure by Delivery Module.*)
- The accelerated mode allows students to enter the workplace more quickly and at a lower expense (they save the cost of a third year). This offers considerable added value to the GSM London experience.
- The three-year model attracts a younger student population which favours a programme with a longer break between academic years.
- The part-time format facilitates study alongside other commitments, and skills and knowledge can be developed simultaneously.

² Recommended: "bullet points" to assist promotional use

- Students will undertake a **reflective learning approach** to support their professional and vocational development and will participate in formative assessment opportunities. This will involve in-class and guided independent study activities, pre and post tutor-led activities in the form of a learning log, critical incident reporting and analysis.
- In recognising that there should be a balance between 'technical' and 'general skills', this programme enhances students' employability by encouraging them to communicate confidently and openly in a spirit of team work towards achieving common and specific goals, developing their ability to take the initiative, gather information, analyse facts and figures, and to contribute their ideas effectively through competent oral and written communication skills. This will assist in moulding them into competent managers with an applied knowledge of the Creative Industries. (See Appendix: Skills Modules)
- The project modules at Level 5 and 6 of the programme offer students an innovative approach to practical learning and reflection either through work related projects or work placements, focusing on aspects or roles specific to the creative industries. These can include and combine a variety of activities including:
 - Simulations
 - Scenario-based planning
 - Collaborative projects with industry partners
 - Feasibility studies to support enterprise initiatives
 - Consultancy
 - Participation in industry initiatives
 - Placements.
- As with other undergraduate programmes provided at GSM London, Business Management with Creative Industries incorporates an 'Emerging Themes' module at level 6. This is designed to enable students to explore the contemporary themes and dynamics, shaping knowledge and practice within the sector. Students will utilise their critical capacities to review and interrogate policy documents and journal articles relating to key challenges encountered by the sector. There will also be the opportunity to consider the impact from practical and vocational perspectives. It is anticipated that this experience will support the development of the Capstone projects.
- There are opportunities to engage with employers and practitioners from across the creative industries through fieldwork (visits to organisations) and guest speakers who contribute to module delivery.
- A dynamic approach to learning and teaching is provided, combining classroom lectures with workshops, visits, collaborative learning, e-learning through the combination of live webinars, audio and video recording of lectures, blended learning, and practical projects.

- Supporting our students to develop distinctive GSM London Graduate Attributes valued by employers (employability and professionalism, enterprise and innovation, critical thinking and scholarship, global citizenship and social responsibility) is an important feature of the student experience. These dimensions shape the design, content and delivery of the programme and the extra-curricular portfolio on offer. Students are encouraged and supported to evidence and articulate their acquisition of these attributes.

PS8. Student Numbers

The following provides information that should act as a guide to assure the quality of the student experience, progression opportunities, and staff and resource planning:

Approximate minimum student numbers per stage = 15

Target student numbers per stage = 40

Approximate maximum student numbers per stage = No maximum provided at this point in time because additional numbers over target will be monitored over the recruitment cycle to ensure that student numbers can be managed.

PS9. Progression Route(s)

There are GSM London Masters level programmes which students can progress onto, please see the programme team for more details.

PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
Level 2: -	Level 2 qualifications are not suitable for entry onto Bachelor degree programmes. However, applicants for entry onto the extended degree options are considered for entry with a qualification at Level 2: Please see the Bachelors' Extended Degree Programme Specification for further details.

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<p>Level 3: at least one of the following:</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p> <p>-</p>	<p>These requirements are for entry onto the <u>Bachelor degrees only (excluding the extended degrees i.e. Year 0 entry)</u></p> <p>An applicant must normally be 18 years of age at the start of the programme and as a minimum must have obtained:</p> <ul style="list-style-type: none"> • 2 A Level passes (A-E/ minimum of 80 UCAS Tariff points) or successfully achieved 120 credits on the GSM London's Year 0 programme or equivalent <p><i>Overseas qualifications equivalent to those mentioned above will be considered. For further information contact the local British Council office or GSM London's International Advisors (+44 [0]208 5167 800 admissions@gsm.org.uk)</i></p> <ul style="list-style-type: none"> • If English is not the applicant's first language, proof of fluency through IELTS (minimum score 6.0 for degree programmes) or another accepted system must be provided. <p>Other qualifications may be considered (subject to approval by Plymouth University):</p> <ul style="list-style-type: none"> • Advanced Level Diploma: • BTEC National Certificate/Diploma: • HNC/D: • VDA: AGNVQ, AVCE, AVS: • Access to HE or Year 0 provision: • International Baccalaureate: • Irish / Scottish Highers / Advanced Highers:
<p>Work Experience:</p>	<p>Applications from candidates who lack the normal programme entry requirements are positively encouraged. In such cases, the Admissions Tutors must be satisfied that the applicant has the necessary potential, knowledge or experience and motivation to follow the programme successfully. Candidates with non-standard qualifications will be invited to attend for interview.</p>
<p>Other non-standard awards or experiences:</p>	<p>Other non-standard awards or experiences are welcomed and these are assessed on an individual basis. Such awards could be other HE level awards. Where required, an interview may be necessary.</p>

<p>APEL / APCL³ possibilities:</p>	<p><u>Accreditation of prior learning</u></p> <p>Partial exemptions from an undergraduate programme may be obtained in accordance with the Academic Regulations, dependent on the compatibility of previous study. Each case is considered on its own merit and is subject to approval by Plymouth University.</p> <p>You may be required to provide an academic reference and/or personal statement.</p> <p>We will not normally consider APL's older than 3 years unless the applicant has a recent experiential learning that is directly related to the APL.</p>
<p>Interview / Portfolio requirements:</p>	<p>Interview(s) may be required by the admissions tutor.</p>
<p>Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:</p>	<p>No</p>

PS11. Academic Standards and Quality Enhancement

The programme will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards.

Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

Subject External Examiner(s):

The programme will have an external examiner who will provide a strategic overview of both the academic, practical and research elements of the programme. In addition, specialist external examiners will provide an oversight of specific modules. However, modules which fall under the management of another programme will be externally examined by examiners appointed to that programme and therefore will appear in the relevant programme specification. A full list of modules and department owners is available in the Operational Specification. Modules are grouped as below but are subject to change:

³ Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

Creative Cities Emerging Themes Cultural Tourism	Stakeholder and Community Engagement HRM in the Creative Industries Intellectual Property and Regulation CI	Global Creative Brands and the Cultural Marketplace E-commerce	Employability Skills Project/Placement Design and Implementation Evaluation and Reflection (work based/related learning)
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Additional stakeholders specific to this programme:⁴

The following additional stakeholders are vital to the successful delivery of this programme:

Students: Engagement through programme committee meetings, student liaison meetings, module evaluation questionnaires, students' perception questionnaires and discussion forums.

Employers: Engagement through dialogue and consultation to facilitate a curriculum focused on employability also through participation in employability events.

Graduates: Engagement through the Alumni community.

Academic communities: Engagement through academic partnerships, collaborative research, projects.

Professional bodies: Engagement through mapping of modules to meet professional body requirements, facilitate students' progression routes, and access to professional certification within the programme.

Accrediting bodies: Engagement through quality assurance of programme, appointment of external examiners, subject assessment panels and award boards, module evaluation questionnaires, students' perception questionnaires, programme monitoring and review, and peer review

⁴ i.e. students, graduates, employers, academic communities etc

PS12. Programme Structure

The following provides the current structure diagram for this programme. It enables both full time and part time routes to be compared within a single diagram as well as any optional modules to be clearly indicated.

FHEQ Level: 4 For: Year 1 BSc (Hons) Business Management with Creative Industries				
F/T Route Year ⁵	P/T Route Year ⁵ <small>Error! Bookmark not defined.</small>	Core or Option Module ⁶	Credits ⁷	Module ⁸
1	1	Core	15	Academic Skills (ACSK4001-A)
1	1	Core	15	Effective Ideas Generation (EIDE4019)
1	1	Core	30	Creativity in Context (CCON4012)
1	1	Core	30	Marketing and Communications (MCOM4040)
1	2	Core	15	Professional Skills (PRSK4048-A)
1	2	Core	15	Financial Decision Making for Creative Projects and Events (FDMC4027)

⁵ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

⁶ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

⁷ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

⁸ Enter: the module code and title

FHEQ Level: 5 For: Year 2 BSc (Hons) Business Management with Creative Industries				
F/T Route Year ⁹	P/T Route Year ¹⁰ <small>Error! Bookmark not defined.</small>	Core or Option Module ¹⁰	Credits ¹¹	Module ¹²
2	2	Core	15	Employability Skills (EMSK5012)
2	2	Core	15	HRM in the Creative Industries (HCIN5024)
2	2	Core	15	Global Creative Brands and the Cultural Marketplace (GCBC5021)
2	2	Elective Option A	15	E-commerce (ECOM5009)
2	2	Elective Option B	15	Cultural Tourism (CUTO5007)
2	3	Core	30	Project/Placement Design and Implementation (PPDI5039)
2	3	Core	30	Evaluation and Reflection (Work Based/Related Learning) (EVRE5017)

FHEQ Level: 6 For: Year 3 BSc (Hons) Business Management with Creative Industries				
F/T Route Year ¹³	P/T Route Year ¹⁴ <small>Error! Bookmark not defined.</small>	Core or Option Module ¹⁴	Credits ¹⁵	Module ¹⁶
3	3	Core	15	Emerging Themes (EMTH6013)
3	3	Core	15	Intellectual Property and Regulation CI (IPRC6027)
3	4	Core	15	Stakeholder and Community Engagement (SCEN6058)
3	4	Elective Option A	15	Research Methods (RMET6053)
3	4	Elective Option B	15	Research and the Professional (RPRO6050)

⁹ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁰ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹¹ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹² Enter: the module code and title

¹³ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁴ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹⁵ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹⁶ Enter: the module code and title

3	4	Core	15	Creative Cities (CRCI6007)
3	4	Core	30	Capstone Project (Dissertation/Consultancy Project/Work-Based learning) (CAPP6004-A)
3	4	Elective - Option Any Mix	15	Social Enterprise (SENT6057)
3	4	Elective - Option Any Mix	15	Hospitality and Venue Management (HVMA6025)
3	4	Elective - Option Any Mix	15	Destination Marketing (DEMA6010)

*See Appendix: Programme Map for run semesters.

PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

Level: 4					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended	Range of Assessments	Related <u>Core</u> Modules

			Learning Outcomes		
<p>Knowledge / Understanding:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark¹⁷ General business and management (2007)¹⁸</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>Knowledge of the underlying concepts, principles and terminology related to management, creative industry organisations and their external environment.</p>	<p>Primary: Lectures, tutorials, and guided independent study¹⁹</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	A1 ²⁰	<p>K1.0 K1.1 K1.3 K1.4 K1.5</p>	<p>Reports, presentations, projects, and exams²¹</p>	<p>Creativity in Context, Marketing and Communications, Effective Ideas Generation, Financial Decision Making for Creative Projects and Events²²</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: The key elements of Level 4 are the context of business and management, as well as a focus on academic and professional skills</p>					
<p>Cognitive and Intellectual Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours</p>					

¹⁷ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

¹⁸ Insert benchmark(s) statement reference

¹⁹ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

²⁰ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

²¹ List the range of assessments most relevant to test these

²² Insert the module code(s) that relate to these attributes/skills

<p>Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of business management</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1 C2.2</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Creativity in Context, Marketing and Communications, Effective Ideas Generation, Financial Decision Making for Creative Projects and Events, Professional Skills.</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: A focus on various learning techniques including the use of case studies and practical workshops to develop students' cognitive and intellectual skills.</p>					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>the ability to evaluate and interpret concepts and principles within business, and the possession of personal</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and</p>	<p>A3</p>	<p>T3.0 T3.1 T3.2 T3.3 T3.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Marketing and Communications, Professional Skills, Effective Ideas Generation,</p>

responsibility.	learning such as live webinars, recorded audio and video lectures, and the use of social media.				Financial Decision Making for Creative Projects and Events
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: A focus on transferable skills throughout the modules, evident through the utilisation of a range of assessments, with an emphasis on academic and professional skills</p>					
<p>Employment Related Skills:</p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>the use of interpersonal and communication skills such as effective listening, negotiating, persuasion, and presentation to clarify tasks and rectify issues within a business context.</p>	<p>Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A3 A4 A5 A6</p>	<p>E4.0 E4.1 E4.2</p>	<p>Reports, presentations, projects, and exams</p>	<p>Academic Skills, Creativity in Context, Marketing and Communications, Effective Ideas Generation, Professional Skills, Financial Decision Making for creative projects and Events.</p>
<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: This level features the development of academic and professional skills. Students will attend employability seminars and workshops, along with employer site visits. In addition, other modules provide relevant intellectual content designed to enhance students' employability skills.</p>					

Practical Skills:					
For this bachelor level programme the following has been guided by the FHEQ Level 4 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)					
By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: practical skills related to data analysis and the use of models of business in creative industries	Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.	A4 A5	P5.0 P5.1 P5.2 P5.4	Reports, presentations, projects, and exams	Academic Skills, Creativity in Context, Marketing and Communication, Effective Ideas Generation, Professional Skills, Financial Decision Making for Creative Projects and Events.
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Development of practical skills through the range of assessment utilised such as presentations and group work, as well as with wider study within the level.					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning	Range of Assessments	Related <u>Core</u> Modules

				Outcomes	
<p>Knowledge / Understanding:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark²³ General business and management (2007)²⁴</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>a knowledge and critical understanding of creative industries and management principles and an awareness of a variety of ideas, contexts, and frameworks as they would apply within the work environment.</p>		<p>Primary: Lectures, tutorials, and guided independent study²⁵</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	A1 ²⁶	K1.0 ²⁰ K1.2 K1.3	<p>Reports, presentations, projects, and exams²⁷</p> <p>Employability Skills, HRM in the Creative Industries, Global Creative Brands and the Cultural Marketplace, Project/Placement Design and Implementation, Evaluation and Reflection.</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Practical demonstration and application of knowledge and understanding are well embedded within modules at this level, as can be evidenced by wide-ranging assessment strategies.</p>					
Cognitive and Intellectual Skills:					

²³ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

²⁴ Insert benchmark(s) statement reference

²⁵ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

²⁶ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

²⁷ List the range of assessments most relevant to test these

<p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. The use of a range of established techniques within the areas of business and management to analyse and synthesise information in order to inform and propose suitable business solutions to problems arising from that analysis.</p> <p>2. The ability to identify, organise, analyse, and evaluate business and management principles with the aim of presenting to management.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1 C2.2 C2.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Employability Skills, HRM in the Creative Industries, Global Creative Brands and the Cultural Marketplace, Project/Placement Design and Implementation, Evaluation and Reflection.</p>
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Demonstration through practical projects including work placement, as well as with other modules designed to develop and assess students' cognitive and intellectual skills.</p>					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for:</p>	<p>Primary: Lectures, tutorials, and</p>	<p>A3</p>	<p>T3.0 T3.1</p>	<p>Reports, presentations,</p>	<p>Employability Skills,</p>

<p>A threshold pass:</p> <p>1. Effective communication of information, arguments and analysis in a variety of forms to specialists within business and management, as well as to non-specialist audiences, and the effective deployment of key competencies that relate to business and management.</p> <p>2. Through reflection, the identification and undertaking of further training in order to develop existing skills and acquire new competences that will enable them to assume significant management responsibilities.</p>	<p>guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>		<p>T3.2 T3.3 T3.4</p>	<p>projects, and exams</p>	<p>Project/Placement Design and Implementation, Evaluation and Reflection.</p>
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: The development of management and other skills relevant to several industries and multiple sectors, critical analysis and evaluation, and problem-solving.</p>					
<p>Employment Related Skills:</p> <p>For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>the development of the qualities and transferable skills necessary for employment within creative industries and management, including the awareness of personal responsibility and professional</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio</p>	<p>A3 A4 A5 A6</p>	<p>E4.0 E4.1 E4.2</p>	<p>Reports, presentations, projects, and exams</p>	<p>Employability Skills, HRM in the Creative Industries, Global Creative Brands and the Cultural Marketplace,</p>

codes of conduct.	and video lectures, and the use of social media.				Project/Placeme nt Design and Implementation, Evaluation and Reflection.
An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: The embedding of employment related skills through the level 5 project modules, employability skills modules, and practical activities across the level including access to employability seminars, guest speakers, and engagement with the industry.					
Practical Skills: For this bachelor level programme the following has been guided by the FHEQ Level 5 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007) By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: practical key skills, such as team-working, problem-solving, leadership, and interpersonal and communication skills with the ability to adapt to a range of situations, audiences, and degrees of complexities.	Primary: Lectures, tutorials, and guided independent study Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.	A4 A5 A6	P5.0 P5.1 P5.2 P5.3 P5.4	Reports, presentations, projects, and exams	Employability Skills, Project/Placeme nt Design and Implementation, Evaluation and Reflection.
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Practical skills are developed throughout the level through activities such as simulations, projects, analysis and evaluation, group and team working.					



Level: 6					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related <u>Core</u> Modules
<p>Knowledge / Understanding:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark²⁸ General business and management (2007)²⁹</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. A systematic understanding of the key aspects of management, creative industry organisations, and their external environment, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of business management</p>	<p>Primary: Lectures, tutorials, and guided independent study³⁰</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A1³¹ A2</p>	<p>K1.0²⁰ K1.2 K1.4</p>	<p>Reports, presentations, projects, and exams³²</p>	<p>Emerging Themes, Intellectual Property and Regulation CI, Stakeholder and Community Engagement, Creative Cities, Research Methods, Research and</p>

²⁸ Enter: "For this sub-bachelor level programme the following has been informed by the Foundation Degree Qualification Benchmark (FDQB), as well as QAA Subject Benchmark(s)" or "For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark(s)" or "For this post-graduate taught level programme the following is guided by the QAA Master's Degree Level Subject Benchmark(s)"

²⁹ Insert benchmark(s) statement reference

³⁰ List strategy/methods (i.e. lecs, tuts, guided ind study etc)

³¹ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

³² List the range of assessments most relevant to test these

<p>2. The development of conceptual understanding in order to devise and sustain arguments, and/or to solve problems, using ideas and techniques which are at the forefront of business and management.</p> <p>3. The ability to describe and comment upon particular aspects of current research within business and management, as well as other cognate areas.</p>					<p>the Professional, Capstone.</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Application of knowledge and understanding are well embedded within modules at this level through the range of assessment strategies utilised.</p>					
<p>Cognitive and Intellectual Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>an ability to think critically and deploy accurately established techniques of analysis and enquiry within business management for creative industries.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A2</p>	<p>C2.0 C2.1 C2.2 C2.3 C2.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Emerging Themes, Intellectual Property and Regulation CI, Stakeholder and Community Engagement, Creative Cities, Research Methods,</p>

					Research and the Professional, Capstone.
An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Demonstration through practical projects such as the Capstone project including work placement, as well as with other modules designed to develop and assess students' cognitive and intellectual skills.					
<p>Key Transferable Skills:</p> <p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <ol style="list-style-type: none"> 1. An application of the methods and techniques learned to review, consolidate, extend and apply knowledge and understanding, to initiate and carry out projects relevant to business and management. 2. A critical evaluation of arguments, assumptions, and abstract concepts and data to make judgements and to frame appropriate questions to achieve a solution or range of solutions. 3. Communication of information, ideas, problems and solutions to business and management audiences. 	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	A3	T3.0 T3.1 T3.2 T3.3 T3.4	Reports, presentations, projects, and exams	Intellectual Property and Regulation CI, Stakeholder and Community Engagement, Creative Cities, Research Methods, Research and the Professional, Emerging Themes, Capstone.
An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme:					

The development and application of management and other skills relevant to several industries and multiple sectors through projects, critical analysis and evaluation, and problem-solving.

Employment Related Skills:

For this bachelor level programme the following has been guided by the QAA Honours Degree Subject Benchmark General business and management (2007)

By the end of this level of this programme the students will be able to demonstrate for:
A threshold pass:

The development of the qualities and transferable skills necessary for employment within business and management which requires the exercise of initiative and personal responsibility, decision making in complex and unpredictable contexts, and the learning ability needed to undertake appropriate further training of a professional or equivalent nature.

Primary:
Lectures, tutorials, and guided independent study

Secondary/Supplementary:
Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.

A3
A4
A5
A6

E4.0
E4.1
E4.2

Reports, presentations, projects, and exams

Intellectual Property and Regulation CI, Stakeholder and Community Engagement, Creative Cities, Research Methods, Research and the Professional, Emerging Themes, Capstone

An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme:
The embedding of employment related skills through the Capstone project module, project management module, and a higher level development and assessment of students' readiness for the workplace. These are supported by practical activities across the level including access to employability seminars, guest speakers, and engagement with the industry.

Practical Skills:

<p>For this bachelor level programme the following has been guided by the FHEQ Level 6 descriptor and the QAA Honours Degree Subject Benchmark General business and management (2007)</p> <p>By the end of this level of this programme the students will be able to demonstrate for: A threshold pass:</p> <p>1. The ability to locate their role within a poorly defined and/or flexible context requiring a level of autonomy, appliance of new techniques and processes to their own performance, and identification of how these might be evaluated.</p> <p>2. Key skills such as team-working, problem solving, and leadership; set criteria for, and be effective in, professional and interpersonal communication in a wide range of situations.</p>	<p>Primary: Lectures, tutorials, and guided independent study</p> <p>Secondary/Supplementary: Electronic and computer-based communication and learning such as live webinars, recorded audio and video lectures, and the use of social media.</p>	<p>A4 A5 A6</p>	<p>P5.0 P5.1 P5.2 P5.3 P5.4</p>	<p>Reports, presentations, projects, and exams</p>	<p>Intellectual Property and Regulation CI Stakeholder and Community Engagement, Creative Cities, Research Methods, Research and the Professional, Capstone</p>
<p>An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Practical skills are developed throughout the level through activities such as simulations, projects, analysis and evaluation, group and team working.</p>					

PS14. Work Based/Related Learning

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here. However, there should be an employability focus for all HE programmes, through at least Work Related Learning. Therefore, the following section is applicable to all programmes:

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Employer site visit	Some activities will take place on campus while others may take place at other locations. Activities outside of GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A3, A4, A5	K1.0, K1.1, K1.3, C2.0, T3.0, T3.4, E4.0, E4.1, E4.2, P5.0, P5.1	Design and Implementation of projects, evaluation, reflection, reports and presentations, role play.	Marketing and Communications, Effective Ideas Generation, Professional Skills.
Guest talks		A1, A2, A3, A4, A5 ³³			
<p>An exposition to explain this map: Students at this level will be involved in a number of activities through the delivery of the modules aimed at exposing them to the workplace. These will be delivered through simulations via presentations, employer site visits; and varying assessment tools.</p>					

Level: 5					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project	Some activities will take place on campus while others may take place at other locations. Activities outside of GSM London's	A1, A3, A4, A5	K1.0, K1.1, K1.2, K1.3, K1.5, C2.0, C2.1, C2.2, T3.0, T3.1, T3.2, T3.4, E4.0, E4.1, E4.2,	Design and Implementation of projects, evaluation, reflection, reports and presentations, role	Employability Skills, Project/Placement Design and Implementation
Employer site visit		A1, A2, A3, A4,			
Work-based					

³³ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

learning Guest talks	sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A5 ³⁴	P5.0, P5.1, P5.2, P5.4	play.	Evaluation and Reflection (Work Based/Related Learning)
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An exposition to explain this map:

Students at this level will be involved in the project design and implementation module (including work placement) along with the project evaluation and reflection module (including work placement evaluation and career planning). This is intended to provide them with the maximum exposure to work-based learning.

Level: 6					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Project and proposals Employer site visit Work-based learning Guest talks	Some activities will take place on campus while others may take place at other locations. Activities outside of GSM London's sites will be appropriately planned to ensure that students have the opportunity to attend and that all appropriate safety recommendations are fully adhered to.	A1, A3, A4, A5 A1, A2, A3, A4, A5 ³⁵	K1.0, K1.1, K1.2, K1.3, K1.4, K1.5, C2.0, C2.1, C2.2, C2.3, T3.0, T3.1, T3.2, T3.4, E4.0, E4.1, E4.2, P5.0, P5.2, P5.1, P5.2, P5.4	Design and Implementation of projects, evaluation, reflection, multiple choice tests, longer tests, exams, essays, presentations and seminar performances.	Research Methods, Research and the Professional, Emerging Themes, Capstone.

An exposition to explain this map:
Students at this level could be involved in the Capstone project module (which focuses on dissertation / consultancy project / work-based learning). These are intended to provide students with the maximum exposure to work-based learning.

³⁴ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

³⁵ Refer to relevant numbered aim(s) or LO(s) [as appropriate]

Appendix: Programme Structure by Delivery Mode

Full Time modes

Academic Year	Semester	Extended Standard (4 Years)		Standard (3 Years)		Extended Accelerated (3 Years)		Accelerated (2 Years)	
		Level	Module Credits	Level	Module Credits	Level	Module Credits	Level	Module Credits
Year 1	1	Year 0	60	Level 4	60	Year 0	60	Level 4	60
	2		60		60		60		
	3								
Year 2	4	Level 4	60	Level 5	60	Level 4	60	Level 5	60
	5		60		60		60		
	6								
Year 3	7	Level 5	60	Level 6	60	Level 6	60		
	8		60		60		60		
	9								
Year 4	10	Level 6	60						
	11		60						
	12								

Part Time modes

Academic Year	Semester	Extended (5 Years)		Standard (4 Years)		Academic Year
		Level	Module Credits	Level	Module Credits	
Year 1	1	Year 0	30	Level 4	30	Year 1
	2		30		30	
	3		30		30	
Year 2	4	Level 4	30	Level 5	30	Year 2
	5		30		30	
	6		30		30	
Year 3	7	Level 5	30	Level 6	30	Year 3
	8		30		30	
	9		30		30	
Year 4	10	Level 6	30		30	Year 4
	11		30		30	
	12		30		30	
Year 5	13	Level 6	30			Year 5
	14		30			
	15		30			
Year 6	16		30			Year 6
	17					
	18					

Appendix: Skills Modules

The skills modules will include a combination of skills based elements and subject based elements. The Learning and Skills Department are working alongside subject specialists to ensure students receive a balance of generic skills with skills relevant to their chosen discipline. Indicative examples of skills are outlined below. More detailed schemes of work are available for each student within the individual module handbooks each semester.

Academic Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Research Skills	E-resources connected with creative industries eg. <i>“Creative Industry Journal”</i>
Critical Thinking skills	Case study base debate
Computer Literacy	Creative Industry based articles and papers
Referencing & Plagiarism	Harvard Style of referencing
Academic reflection	Self-reflection, creative analysis

Professional Skills (Level 4)

Examples of Skills Based Element	Examples of Subject Based Element
Business Awareness skills	Consider ethical issues in cultural and creative business activities and discuss these in relation to personal beliefs, behaviours and values.
Team Building	Belbin’s test
Presentation and sales pitch skills	Creative case study based presentation
Social Networking skills	Creative industries discussion forums
Marketing Concepts	New ideas development

Employability Skills (Level 5)

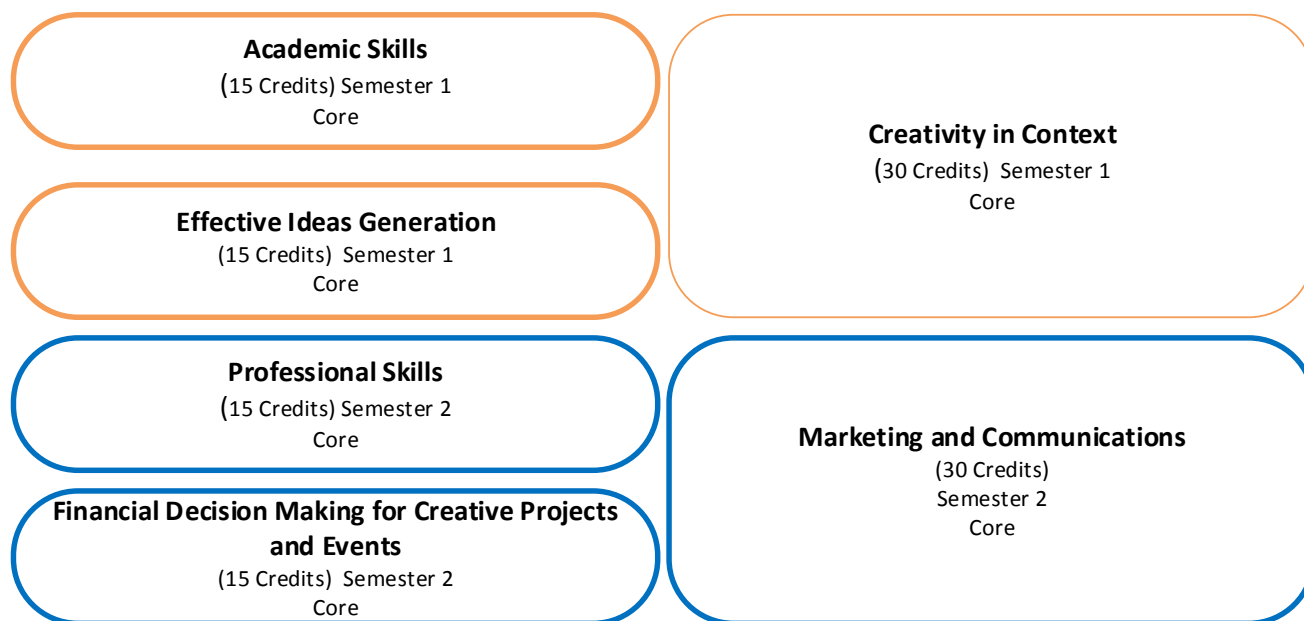
Examples of Skills Based Element	Examples of Subject Based Element
Interview Skills	Revising own skills valuable for Creative Industries, One-to-one interview training
Digital Skills	Research into most valued digital skills in the creative industries sector
CV Building	Revising the required employability elements in Creative Industries sector, One-to-one CV consultation
Exploring and Evaluating Career Paths/ Opportunities	Attending industry guest speakers' lecturers, attending career events and fair
Employment Action Plan	Regular awareness of the creative industries advertised jobs, active application process for the chosen positions, analysing potential errors and areas for improvement

Appendix: Programme Map

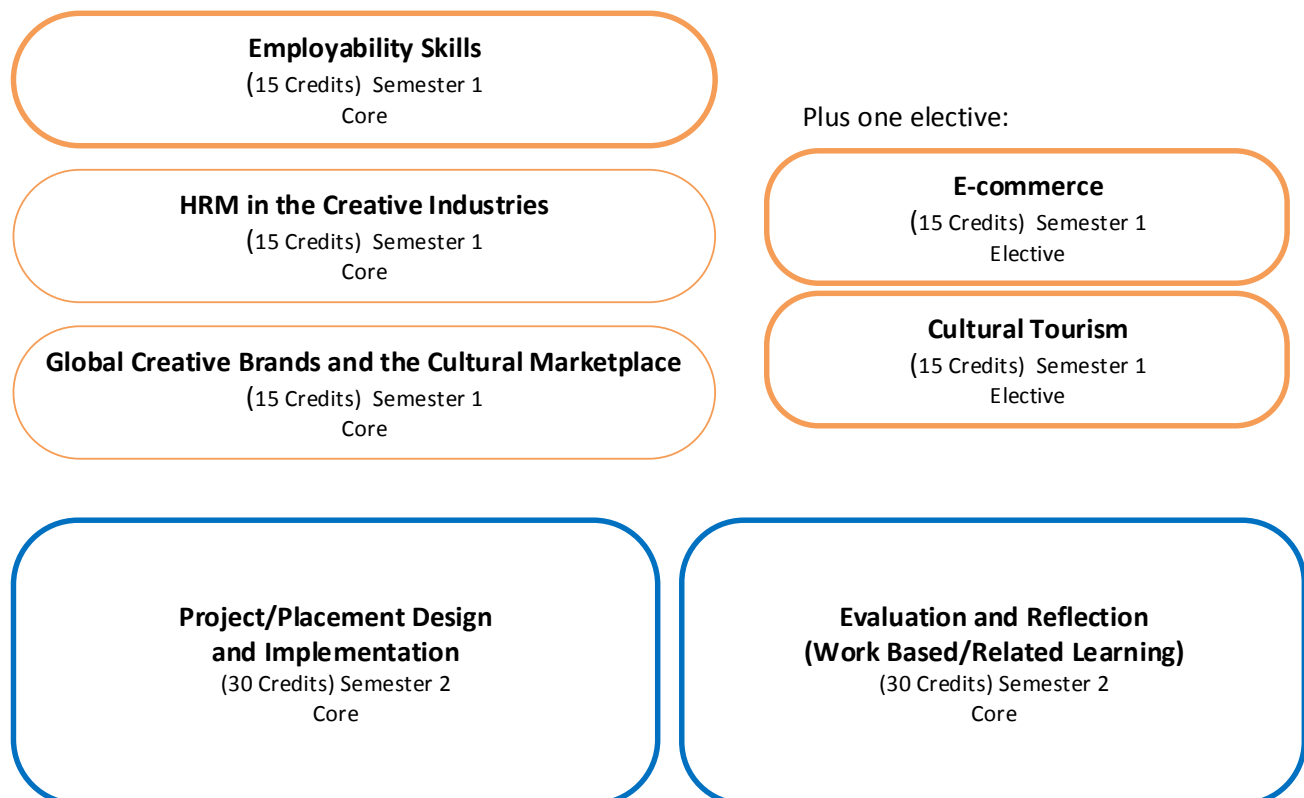
BSc (Hons) Business Management with Creative Industries

Level 4: Certificate of Higher Education (120 Credits)

KEY
 Orange - Semester 1
 Blue - Semester 2
 Bold line - Shared module
 Thin line - Unique module



Level 5: Diploma of Higher Education (120 Credits)



BSc (Hons) Business Management with Creative Industries

Level 6: (120 Credits)

KEY
Orange - Semester 1
Blue - Semester 2
Bold line - Shared module
Thin line - Unique module

Emerging Themes

(15 Credits) Semester 1
Core

Intellectual Property and Regulation CI

(15 Credits) Semester 1
Core

Research Methods

(15 Credits) Semester 1
Elective

or

Research and the Professional

(15 Credits) Semester 1
Elective

Stakeholder and Community Engagement

(15 Credits) Semester 1
Core

Creative Cities

(15 Credits) Semester 2
Core

Plus one elective:

Social Enterprise

(15 Credits) Semester 2
Elective

Hospitality and Venue Management

(15 Credits) Semester 2
Elective

Destination Marketing

(15 Credits) Semester 2
Elective

Capstone Project

(Dissertation / Consultancy Project / Work Based Learning)

(30 Credits)
Semester 2
Core

Appendix: Summary of Programme Assessments (Including Indicative Content)
BSc (Hons) Business Management with Creative Industries

Module	Credits	Level	Semester	Core/Elective	Exam	Coursework	Practical
Academic Skills	15	4	1	Core		100% Indicative Content: Portfolio	
Effective Ideas Generation	15	4	1	Core		80% Indicative Content: Report 1,500 words	20% Indicative Content: Oral assessment and Presentation 10 minutes
Creativity in Context	30	4	1	Core	40% Indicative Content: Written exam- Take home open book exam	60% Indicative Content: Written assignment and project output- Coursework 2,000 words	
Professional Skills	15	4	2	Core		100% Indicative Content: Portfolio	
Financial Decision Making for Creative Projects and Events	15	4	2	Core		70% Indicative Content: Report 1,500 words	30% Indicative Content: Oral assessment and presentation-group 10 minutes
Marketing and Communications	30	4	2	Core		100% Indicative Content: Report and Written assignment - (50%) Marketing report 2,000 words (50%) Communication campaign 2,000 words	
Employability Skills	15	5	1	Core		100% Indicative Content: Written assignment- 30% journal entries 3x 200 words each (70%) critical reflection 900 words	

E-commerce	15	5	1	Elective		70% Indicative Content: Report 1,500 words	30% Indicative Content: Practical skills assessment - Portfolio of skills related to web or online data analysis (Demonstration)
Cultural Tourism	15	5	1	Elective		100% Indicative Content: Report 3,000 words	
Global Creative Brands and the Cultural Marketplace	15	5	1	Core		100% Indicative Content: Written assignment- Case Study Report 2,500 words	
HRM in the Creative Industries	15	5	1	Core		100% Indicative Content: Report 3,000 words	
Project/Placement Design and Implementation	30	5	2	Core		100% Indicative Content: Portfolio	
Evaluation and Reflection Word based/related learning	30	5	2	Core		100% Indicative Content: Portfolio: Evaluation, reflective report. 4,000 words	
Emerging Themes	15	6	1	Core		100% Indicative Content: Written assignment - 50% Article Analysis 1,000 words 50% Seen case analysis 3,000 words	
Intellectual Property and regulation CI	15	6	1	Core		100% Indicative Content: Written assignment Case Study 3,000 words	

Research Methods	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Research and the Professional	15	6	1	Elective		100% Indicative Content: Written assignment - Research Proposal 4,000 words	
Stakeholder and Community Engagement	15	6	1	Core		100% Indicative Content: Written assignment 4,000 words	
Creative Cities	15	6	2	Core		100% Indicative Content: Written assignment - (50%) Case Study 2000 words (50%) Individual Essay 1,500 words	
Hospitality and Venue Management	15	6	2	Core		100% Indicative Content: Report 3,500 words	
Destination Marketing	15	6	2	Core		100% Indicative Content: Report 3,500 words	
Social Enterprise	15	6	2	Core		100% Indicative Content: Report- 2,000 words	
Capstone Project	30	6	2	Core		100% Indicative Content: Dissertation/ Written assignment- Project	