

PARTNERSHIP
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UNIVERSITY

**BSc (Hons) Business Management with Creative
Industries**

Module Specifications

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: ACSK4001*	MODULE TITLE: Academic Skills
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CREDITS: 15	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 This module serves as an introduction to the core academic skills required of students embarking on undergraduate studies in a range of courses and modules. Students will embed academic literacy, alongside the development of technical and interpersonal skills, as appropriate to study in specific disciplines. It takes a task-based and reflective learning approach to develop students' existing skill sets, exploring and strengthening new skills and focusing on social and emotional skills.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:
 The aims of this module are to develop knowledge and understanding of academic literacy/skills and to discuss and build cognitive and intellectual skills in the areas of critical thinking, problem solving, and communication skills.

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Show evidence of understanding core components of academic literacy/skills.
2. Apply critical thought to a range of tasks, and do so with a minimum of external guidance in particular situations.
3. To reflect, analyse and discuss strengths, weaknesses, and opportunities personally and academically.
4. Use appropriate technologies to facilitate the completion of self-analysis/reflection.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

This module includes 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 within the appendix in the Programme Specifications. More detailed schemes of work are available for each student within the individual module handbooks each semester.

*For external examiner and delivery breakdown:

- A - BSc (Hons) Business Management
- A - BSc (Hons) Business Management with Creative Industries
- A - BSc (Hons) Business Management with E-commerce
- A - BSc (Hons) Business
- A - BSc (Hons) Professional Management
- B - BSc (Hons) Economics
- A - BSc (Hons) Enterprise and Small Business Development
- C - BSc (Hons) Travel and Tourism
- D - BSc (Hons) Oil and Gas Management
- E - BSc (Hons) Human Resources with Management
- F - BSc (Hons) Events and Entertainment Management
- G- BSc (Hons) Marketing
- H - LLB (Hons)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module is designed to provide students with the personal and practical skills needed to support their academic development at undergraduate level, with a view to building their awareness of the skills and attributes they will need in their future professional lives. The module is preparatory and developmental, but features practical tasks, with a view to building student autonomy and increasing basic academic literacy.

There is a focus of giving students an awareness of the core components of academic literacy, whilst at the same time students will be supported through academic mentoring.

Whilst this is a common skills module, seminar and workshops will support students in the application of these skills as appropriate to the degree subject areas being studied.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
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Lecture	20	Lectures focus on understanding and development of skills.
Tutorials	20	Provides students with the required knowledge and skills with a focus on practical work. Includes a mixture of formative assessments.
Guided Independent Study	110	Group project work for portfolio and assignment tasks. Guided independent study researching and reflecting on social, cultural, and commercial issues in the world outside of the classroom.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Portfolio	100%	This will entail the development of a portfolio.

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: EIDE4019	MODULE TITLE: Effective Ideas Generation
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CREDITS: 15	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 Generating ideas is a core aspect of the innovation process and is vital for the development and growth of new enterprises and small businesses. New ideas fuel the activities of start-up businesses and are essential to help established enterprises succeed in competitive markets. This module equips students with the tools to generate ideas for business.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	80%	P1	20%
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:
 This module aims to introduce techniques for generating new business ideas and explores the importance of this process for new enterprises and small businesses. It makes use of academic models and relevant reports and policies to explain these concepts to students. As well as supporting students to develop an understanding of an important phase of the innovation process, it also encourages students to make use of practical techniques that can be applied in the business context.

ASSESSED LEARNING OUTCOMES: (additional guidance below)
 At the end of this module students will be expected to be able to:

1. Explain the role of idea generation in business innovation
2. Discuss the importance of new ideas in gaining competitive advantage
3. Apply idea generation techniques to business scenarios

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module covers the fundamental principles of idea generation in the business innovation process, including: problem solving, opportunity identification, creative thinking, practical idea generation techniques, concept development, market identification and pitching. Students develop an understanding of the role of new ideas in business start-ups, business growth and development. The module introduces students to practical techniques for generating and developing new business ideas and develops students' skills in pitching these ideas to potential investors.

SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	This will be made up of varying activities regarding the application of relevant theory. This will likely include tasks of: discussing and applying appropriate models, case study exercises, group work and coursework preparation.
Guided Independent Study	120	This will take the form of varying activities, which could include recommended textbook and journal article reading, completion of pre-arranged related MOOC elements, suggested videos, investigation of related websites and available material, and contributing to discussions in the VLE forum.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Practice	P_	Oral assessment and presentation	100%	Students will give a 10 minute presentation pitch of an innovative business idea which they have developed.
Coursework	C_	Report	100%	Students will develop a report that will explain their business idea in more detail and will show how it was developed and its likely business impacts (suggested word count 1500 words).

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: CCON4012	MODULE TITLE: Creativity in Context
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CREDITS: 30	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: N
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<p>SHORT MODULE DESCRIPTOR: This module provides an introduction to the Creative Industries (CIs) from both macro and micro perspectives. It is organised around 3 themes: debates about creativity, policy and the development of CIs; structures, work and creative organisations; factors shaping the current operating environment including uncertainty, convergence, production and consumption.</p>
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ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)	40%	C1	60%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA
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<p>MODULE AIMS: To introduce students to the factors influencing the development of the CIs, the key drivers and their importance to local and national economies. It focuses on the complexity of the sector and enables students to develop a nuanced understanding of the CI as a basis for exploring management and enterprise dimensions.</p>
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<p>ASSESSED LEARNING OUTCOMES: At the end of this module students will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Identify the major theoretical approaches and principles to Creativity, Management and Organisation in the context of the CI. 2. Define the scope and structure of the CI and discuss the macro factors (social, political, economic and technological) that have underpinned its development. 3. Outline the characteristics of the creative organisation, their organising forms and the nature of cultural and creative work. 4. Explain the interconnectedness of the CI in terms of production, consumption and convergence and consider their implications for creative enterprise.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Historical perspectives on the development of the Creative Industries: creativity and commerce; patronage, government interventions and policy; emergence of a cultural marketplace; mass production; globalisation.

The extent to which the CI can be described as a sector; the uses of definitional frameworks and the 13 subsectors; structure of CI and allied sectors businesses: creative ecologies and mapping. Exploration of tensions that characterise the CI: e.g. cultural v creative industries; high v. low; local v. global; tangible v. intangible; products, services and experiences; business models and drivers. Working in the CI: Institutions, ownership and entrepreneurship; work places, structures and patterns; sole traders and microbusinesses. Employment patterns: staff; freelancers, portfolio workers. Support structures: Government, local authorities, quangos; professional bodies. Convergence and interconnections between the subsectors based on content; technologies; producers; audiences; models of co-creation.

Formative assessment takes the form of presentations to present and gain feedback on the summative group work poster.

Content serves as a backdrop to consider the implications for CI enterprise and management.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Lectures	20	Lectures focus on understanding and development of skills.
Tutorials	30	Provides students with the required knowledge and skills with a focus on practical work. Includes a mixture of formative assessments.
Guided independent study	250	Structured activities including reading; observations; research; group meetings; assessment preparation and self-directed study
Total	300	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Written exam	E_	Written Exam	100 %	Linked to learning outcomes 3 and 4 Take home open book exam Students will build a case study on an CI organisation of their choice addressing specific

				themes identified in the exam paper.
Coursework	C_	Written Assignment/ Project Output	100%	Linked to learning outcomes 1 and 2 Students will work in groups of 2-4 to explore the theoretical constructs introduced in the module. Students will be expected to develop a poster within their group as well as prepare an individual report defining scope and structure, as well as the development of a CI subsector (suggested word count 2000 words).

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: PRSK4048*	MODULE TITLE: Professional Skills
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CREDITS: 15	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 This module serves as an introduction to the professional skills required of students embarking on undergraduate studies across all programmes. The module focuses on embedding professional skills needed to relate to specific disciplines. It takes a task-based and reflective learning approach to develop students' existing skill sets, in both practical and theoretical terms, as well as exploring and strengthening new skills.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA
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MODULE AIMS:
 The aims of the module are to provide and develop the knowledge and understanding of professional skills within specific disciplines, while developing and understanding personal strengths. The module provides a platform for self-reflection with an emphasis on continual improvement and personal development planning.

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Understand and have knowledge of professional skills and continual awareness in a business environment.
2. Use appropriate technologies to facilitate the completion of self-analysis/reflection.
3. To reflect, analyse and discuss strengths, weaknesses, and opportunities personally and academically.
4. Understand, improve and reflect upon their own personal strengths in relation to the professional environment.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

This module includes 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 within the appendix in the Programme Specifications. More detailed schemes of work are available for each student within the individual module handbooks each semester.

*For external examiner and delivery breakdown:

- A - BSc (Hons) Business Management
- A - BSc (Hons) Business Management with Creative Industries
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- A - BSc (Hons) Business
- A - BSc (Hons) Professional Management
- B - BSc (Hons) Economics
- A - BSc (Hons) Enterprise and Small Business Development
- C - BSc (Hons) Travel and Tourism
- D - BSc (Hons) Oil and Gas Management
- E - BSc (Hons) Human Resources with Management
- F - BSc (Hons) Events and Entertainment Management
- G - BSc (Hons) Marketing
- H - LLB (Hons)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module is designed to give students the skills needed to support their professional development at undergraduate level, with a view to building their awareness of the skills in the business world. The module builds on students' academic skills, and scaffolds the students towards the completion of specific tasks and assignments on which they will be assessed.

There is a focus on giving students an awareness of the core generic skills needed in the professional world. In addition, with input from discipline specialists, specific vocational skills are developed. For example, students on the LLB programme are taught by a law specialist in conjunction with the Learning and Skills department, and the content includes practical debating, mooting and other law related skills.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Lectures	20	Lectures focus on understanding and development of skills.
Tutorials	20	Mixed method approach including use of VLE.
Guided independent study	110	Group project work for portfolio and assignment tasks Guided independent study researching and reflecting on social, cultural, and commercial issues in the world outside of the classroom. This will include use of the VLE.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Portfolio	100%	This will entail the development of a portfolio that demonstrates the development and reflection of professional skills using indicative examples.

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: FDMC4027	MODULE TITLE: Financial Decision Making for Creative Projects and Events
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CREDITS: 15	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 Financial management is a key part of the success of any event. It is imperative for an event organiser/manager to understand where and how their profit is gained and how to use different tools to determine this. This module demonstrates the key tools used throughout the financial management process and examines the mechanisms used to explore the options of where profit will be derived from.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1 Report	70%	P1	30%
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: N/A

MODULE AIMS:
 This module aims to introduce students to the factors that influence the pricing of an event and the types of decisions that one would need to make in determining the commercial viability of an event. The module focuses on the complexity of events, how to derive the many types of profit available and methods of achieving events' success.

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Identify major areas of consideration when looking at financing an event.
2. Define the scope and structure of profit and identify where it can be derived from.
3. Explain the types of decisions and considerations an event manager would need to make in order to ensure their event is financially viable.
4. Outline the key characteristics and concepts of pricing and the tools to be used in determining the price of an event.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):
SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module demonstrates the key tools used throughout the financial management process and examines the mechanisms used to explore the options of where the profit will be derived from. Each of these decisions carries an element of risk associated with them and the use of key models supports the decision making process and identifies the risk when organising events. Events are often prone to failure! This failure can be due to lack of knowledge of basic financial planning and pricing. Pricing an event is an essential knowledge set as this often needs to carry the weight of covering associated costs. This module demonstrates how to price but also at what point the event becomes profitable.

Module syllabus is considering three blocks: (1) Financial information (Balance Sheet, Profit & Loss) and basic cost accounting; (2) Decision-making models (including pricing and operations); (3) Market research (surveying and research techniques, data sources, and economic information).

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	This will be made up of varying activities regarding the application of relevant concepts. This will likely include tasks of: discussing and applying appropriate models, case study exercises, group work and coursework preparation.
Guided independent study	120	Structure activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C1	Report	100 %	Students work in groups to produce a proposal outlining an event idea and budget (suggested word count 1500 words)
Practice	P1	Oral assessment and presentation	100%	Students carry out a 10 minute presentation of their proposal

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: MCOM4040	MODULE TITLE: Marketing and Communications
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CREDITS: 30	FHEQ LEVEL: 4	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: N
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SHORT MODULE DESCRIPTOR:

This module focuses on the importance of marketing in its role in driving success and delivering results. It provides an introduction to the functions of marketing within the organisation, examines key marketing concepts and explores their application in the context of organisations. Students will examine the theories, processes and practices of good business communications to facilitate an understanding of the importance of effective internal and external communications in a business context.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME

Professional body minimum pass mark requirement: NA

MODULE AIMS:

PART I: Marketing
 To develop an understanding of the role and function of marketing in an organisation; to identify factors and trends in the marketing environment and how they affect marketing planning (principles of market planning including segmentation, targeting and positioning); to enable students to identify the key elements of the marketing mix 7Ps (product, price, place, promotion, people, process and physical evidence) and its application in meeting customer needs; to understand factors that influence the customers and how customer relationships can be managed; to be able to communicate to both internal and external customers using a variety of different means.

PART II: Communication
 To introduce key terms, definitions, concepts, current theories and practices used in communications; to enable the successful identification of solutions to resolve issues and challenges in business communications to improve impact and outcomes; to enable students to develop and implement communications activity both internally and externally, to equip students with frameworks to critically assess communications activity; to develop skills to communicate effectively across a range of audiences and contexts.

ASSESSED LEARNING OUTCOMES:

At the end of this module students will be expected to be able to:

1. Identify and explain the marketing concept, the marketing mix and the components of

the marketing communications mix.

2. Explain the relationship between the marketing environment, its impact upon organisational decision making and consumer behaviour.
3. Discuss the factors that determine competitive advantage within organisations
4. Explain key theories, concepts and models underpinning business communication to create effective communications.
5. Examine and discuss organisational issues and challenges that impact on the effectiveness of business communication through the use of pre-defined criteria to assist in improving communication within the organisation.
6. Demonstrate an application of concepts and techniques related to business communication processes used within the workplace.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
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DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Modules split in two parts (Part I: Marketing and Part II – Communication)

PART I: Marketing

Understand the role and function of marketing – what do marketers do? ; the evolution of marketing orientation; customer orientation – Influence of customer behaviour; the marketing environment and impact on marketing planning - internal and external; customer relationship management.

Marketing in different sectors B2B (business to business), B2C (business to consumer), the service sector, profit and not for profit; understanding buyers and marketing - consumer behaviour; segmentation, targeting and positioning; global marketing and e-business; the marketing mix – applying the 7P's.

PART II: Communication

Introduction to communication and its role within business; the communication process and integrated marketing communications; communication tools– written, verbal and other mediums of communication;

the marketing communications mix; communicating online; corporate communication; transnational communication; issues in communication and regulation and ethics.

This module will include Formative assessment based on group work
 Links to learning outcome 1,2,3,and 4
 This module maps to CIM Level 4 core modules

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Lectures	10	Lectures focus on understanding and development of knowledge and skills.
Tutorials	40	2 x 2-hour tutorials each week. These will be made up of varying activities regarding the application of relevant theory and concepts. This will likely include tasks of: discussing and applying appropriate models, case study exercises, group work and coursework preparation.
Guided Independent study	250	Self - directed and guided reading, activity
Total	300	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Report	50%	Part I – Marketing Report Part I 50% – assessed through written report /produce a ‘Marketing Report’ based on a given scenario. Indicative word count 2,000
		Written assignment	50%	Part II 50% - assessed through Communications Campaign creation / analysis - based on a given scenario and an organisation of choice. Indicative word count 2,000 All learning outcomes assessed
			100%	

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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: EMSK5012 **MODULE TITLE:** Employability Skills

CREDITS: 15 **FHEQ LEVEL:** 5 **JACS CODE:** N/A

PRE-REQUISITES: **CO-REQUISITES:** **COMPENSATABLE:** Y
None None

SHORT MODULE DESCRIPTOR: (*max 425 characters*)

A compulsory module in which students develop the knowledge and apply professional skills to achieve employability outcomes within the context of the local, regional and global marketplace. The content allows students to critically reflect upon their career journey, share and explore ideas and interests, analyse graduate stories, develop an action plan and build self-confidence when making successful career transitions through and beyond completion of their programmes.

ELEMENTS OF ASSESSMENT [*Use HESA KIS definitions*] – see *Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module aims to provide students with highly practical, relevant and meaningful opportunities to reflect upon their career journey, allow them to understand the concept of employability, increase self-awareness and develop the confidence and skills to effectively navigate within, across and beyond their degree discipline when making effective career decisions.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<ol style="list-style-type: none"> 1. Develop employability skills and increase self-awareness within a range of contexts to demonstrate a commitment to lifelong career development learning 2. Apply and critically appraise a range of theories of career development 3. Analyse and evaluate sources of local, 	<u>Knowledge and understanding:</u> K1.0 Knowledge and understanding of the key aspects of business management and in their chosen field of study. K1.2 Critical understanding of the need to collect, manipulate and interpret relevant

regional and global opportunities relevant to career ideas, interests and ambitions

4. Produce a professional CV, online profile, action plan and develop digital literacy skills for work

quantitative and qualitative data in relation to basic business issues.

Cognitive and Intellectual Skills:

C2.0 Engagement in meaningful debate and analysis of topics related to the subject of business, management and in their chosen field of study.

C2.2 Application of the correct concepts and frameworks to clearly defined problems while beginning to appreciate the complexity of the decision-making involved in business activity.

C2.4 Collection and synthesis of business ideas and information in a formal manner.

Transferable Skills:

T3.0 Utilise the transferable skills necessary to work in a range of sectors and industries

T3.1 The ability to operate in predictable defined contexts using standard, recognised techniques.

T3.2 Working with limited autonomy within agreed and defined parameters.

T3.3 The development of responsibility for their own learning.

T3.4 Effectiveness with others while meeting the required obligations involved.

Employment:

E4.0 Skills required for graduate employment in the areas of business management and chosen field of study including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.

E4.1 Identification of the career specialism that reflects their interests and abilities.

E4.2 Understanding of careers' pathways and the professional expectations of the behaviour required to achieve these.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn/Spring/Summer

Additional notes (for office use only):

This module includes 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 within the appendix in the Programme Specifications. More detailed schemes of work are available for each student within the individual module handbooks each semester.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018
MODULE LEADER: See Module Handbook

NATIONAL COST CENTRE: N/A
OTHER MODULE STAFF: see Module Handbook

Summary of Module Content

This module allows students to develop their professional skills and employability to help them make effective and informed career transitions during and after their programme. They reflect upon their career journey to date, use a range of self-assessment and employability tools, explore career options and analyse the career paths of alumni. They are given opportunity to network with industry professionals, create a professional CV and develop digital skills for work in the context of the local, regional and global marketplace.

Whilst this is a common skills module, seminar and workshops will support students in the application of these skills as appropriate to the degree subject areas being studied.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lecture	20	Induction, introduce employability model, theoretical frameworks for career development
Tutorials	20	Apply theory to case studies and employability portfolio production. Employability assets will be expected to be

		produced by students to build the components of the employability portfolio.
Guided independent study	110	Wider reading, preparation for sessions, e-learning, webinars and attending GSM London careers' seminars.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Journal entries on employability experiences within and alongside this module. (900 words).	30%
LO1, LO2, LO3, LO4		Critical reflection on components of employability portfolio and what this says about the student to a potential recruiter. Word count: 1,600 words	70%
			100%

REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting

LO1, LO2, LO3, LO4		Journal entries on employability experiences within and alongside this module. (900 words).	30%
LO1, LO2, LO3, LO4	Coursework	Critical reflection on components of employability portfolio and what this says about the student to a potential recruiter. Word count: 1,600 words.	70%
			100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen
Date: 12/07/2017

Approved by: Liz Lerner
Date: 13/07/2017

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: ECOM5009	MODULE TITLE: E-Commerce
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CREDITS: 15	FHEQ LEVEL: 5	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:

This module analyses the importance of e-commerce to modern enterprises in both B2B (business to business) and B2C (business to consumer) environments. It examines the technology involved in the successful introduction and development of e-commerce. The module adopts a strategic approach, but also covers technological, sustainable, ethical and legal implications. The significance of the constraints limiting the adoption of e-commerce is also justified.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	70%	P1	30%
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to demonstrate the purpose and scope of e-commerce and the technology involved in its introduction. It also aims to identify the commercial and legal constraints to its development and its potential benefits and profitability. The significance of the internet and collaborative working is also demonstrated.

ASSESSED LEARNING OUTCOMES:

At the end of this module students will be expected to be able to:

1. Explain the scope of e-commerce, its benefits in business and its practical and commercial limitations.
2. Demonstrate knowledge of the relevant technology and the practical scope of development.
3. Analyse a range of appropriate techniques for implementing e-commerce and interpret data for a given purpose.
4. Appraise the nature of the legal and ethical frameworks for e-commerce and why they are considered necessary.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

An Introduction to e-commerce; E-commerce business models and concepts; E-commerce infrastructure: the internet, web, and mobile platform; building an e-commerce presence: web sites, mobile sites, and apps; E-commerce security and payment systems; E-commerce marketing concepts: social, mobile, and local; ethical, social, and political issues in e-commerce. B2B (business to business) e-commerce; B2C (business to consumer) e-commerce; supply chain management and collaborative commerce; commercial and technical limitations to e-commerce.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Practical classes and workshops	30	These will be made up of varying activities regarding the application of relevant concepts. This will likely include tasks of: discussing and applying appropriate models, case study exercises, group work and coursework.
Guided independent study	120	Structure activities including reading, observations, research, group meetings, assessment or exam preparation and self-directed study.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Report	100%	Linked to learning outcome 1 and 4 Written report based on a given scenario (suggested word count 1500 words)
Practice	P_	Practical skills	100%	Linked to learning outcomes 2 and 3. Demonstrate an application of skills related to web or online data analysis

		assessment		
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Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: CUTO5007	MODULE TITLE: Cultural Tourism
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CREDITS: 15	FHEQ LEVEL: 5	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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<p>SHORT MODULE DESCRIPTOR: This module examines the nature and extent of the cultural tourism industry from local, national and global perspectives. It investigates the range of cultural tourism types and key concepts surrounding these products and the market. This module explores issues of authenticity and globalisation, cultural awareness and impacts, tourist experiences of cultural tourism and the history and future trends for this market.</p>

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA
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<p>MODULE AIMS: This module aims to introduce cultural tourism products and analyse the market on local, national and global scales. Students will be equipped to utilise market knowledge on the cultural tourism market, understand the key issues and concepts and be able to provide suggestions and recommendations for development of the cultural tourism market.</p>
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<p>ASSESSED LEARNING OUTCOMES: At the end of this module students will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Identify a range of cultural tourism products and their markets. 2. Analyse and evaluate the key issues and concepts surrounding the cultural tourism industry. 3. Demonstrate an understanding of the future trends and development of the cultural tourism market.

DATE OF APPROVAL: 14-15/01/15	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module explores cultural tourism and the many facets within this industry. Content includes the history of cultural tourism, the range of cultural tourism products on the market and their key concepts. Issues of authenticity and globalisation, cultural awareness and impacts, tourist experiences of cultural tourism as well as the future trends for this market will also be explored. This module provides students with knowledge of how the cultural tourism has developed and its future outlook using case studies of cultural tourism visitor attractions to better understand the management and issues with such tourist attractions.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These will be made up of varying activities regarding the application of relevant concepts. This will likely include tasks of: discussing and applying appropriate models, case study exercises, group work and coursework
Guided independent study	120	Structured activities including reading; observations, research, group meetings, assessment preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Report	100%	Individual report that meets all learning outcomes (3,000 words)

Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: GCBC5021	MODULE TITLE: Global Creative Brands and the Cultural Marketplace
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CREDITS: 15	FHEQ LEVEL: 5	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
This module builds on the knowledge and skills acquired at level 4 and applies these to building global creative brands and the sustaining of a dynamic cultural marketplace. It views strategic marketing decisions through the lenses of values and examines issues such as content management, portfolios and brands, cultural consumption, communications, supply chain and partnerships.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME

Professional body minimum pass mark requirement: NA

MODULE AIMS:
To provide students with the analytical skills and knowledge to apply principles of strategic marketing to creating sustainable creative and cultural brands. Through the use of a case led approach, students build the confidence to propose, articulate and defend original solutions to problems based on a sound evidential base.

ASSESSED LEARNING OUTCOMES:
At the end of this module students will be expected to be able to:

1. Examine the application of strategic marketing principles to the development of creative industries and brands.
2. Analyse data and apply marketing models and tool kits to a range of organisational challenges.
3. Develop coherent solutions that demonstrate insight and creative problem solving capacities.
4. Reflection of the learning experience using case study methodology.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Marketing strategy and planning processes and associated theoretical models; audience, consumer and stakeholder analysis and development; notions of risk, value and regulatory environment; the Four C's of Entertainment (content; conduit; consumption; convergence); rubber brands; extending the equity; iconography; location-based entertainment, creative products and services - Experiential Branding and the economics of experience; changes and challenges such as globalisation, the power of disruption - impacts on the business model and piracy; case studies drawn from a variety of subsectors such as film, music, radio, TV, sport, fashion, publishing, computer games and digital; case study approaches; analytical techniques; reporting recommendations.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These provide a mix of different techniques to show highlight and deepen the understanding of the topics. Using a mixed method delivery including the use of formative assessment case studies, interactive online practical activities, group discussions and small group tasks.
Guided independent study	120	Structure activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Written Assignment	100%	Linked to learning outcomes 1, 2, 3, and 4. Individual case study (situational review; marketing plan; reflection) (Suggested work count 2,500 words)

Updated by: Grace Allen 12/07/17	Date:	Approved by: Larner 13/07/17	Date: Liz
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: HCIN5024	MODULE TITLE: HRM in the Creative Industries
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CREDITS: 15	FHEQ LEVEL: 5	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 The Creative Industries arena is rapidly growing and culturally diverse. In response to this the management of Human Resources has to be flexible and dynamic. This module demonstrates different approaches to delivering HR objectives that add value to creative organisations.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:
 This module aims to develop students' understanding of the rapidly evolving Creative Industries context. The module focuses on how Human Resource professionals adapt and apply the basic techniques of Human Resource Management to meet the changing needs of different businesses or organisations within the Creative Industries

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Identify and explain people issues in the Creative Industries and their impact on the role of the Human Resource Professional.
2. Analyse how organisational and HR approaches are shaped by and developed, in response to both the internal and external factors inherent in the Creative industries.
3. Identify and apply appropriate HR interventions to overcome business issues within the Creative industries.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Human Resource Management; Creative Industries Culture and Growth, Traditional versus Virtual; The People issues in the Creative industries and The HR Function in creative Industries; Recruitment and Selection; Training and Development; Managing People in Creative Industries. Developing Organisations; Talent Management; HR data; Compensation and Benefits

SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These provide a mix of different techniques to show highlight and deepen the understanding of the topics. Using a mixed method delivery including the use of formative assessment case studies, interactive online practical activities, group discussions and small group tasks.
Guided independent study	120	Structure activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Report	100%	Academic Report. Linked to learning outcomes 1, 2, and 3. Students will complete an individual report based on given HRM scenario in Creative Industries sector (suggested word count 3000 words)

Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PPD15039 **MODULE TITLE:** Project/Placement Design and Implementation

CREDITS: 30 **FHEQ LEVEL:** 5 **JACS CODE:** N/A

PRE-REQUISITES: **CO-REQUISITES:** **COMPENSATABLE:** N (*if No identify programmes in notes box below*)
None None

SHORT MODULE DESCRIPTOR: (*max 425 characters*)

Whilst many higher education studies have focused on the importance of developing subject knowledge and the critical and analytical skills relevant to the study, it has become increasingly important for students to be able to apply this knowledge and these skills within a work context. Thus, this module provides students with the opportunity to either undertake a work placement or engage in a work-related learning project implemented within a specified timescale.

ELEMENTS OF ASSESSMENT [*Use HESA KIS definitions*] – see *Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

GSMEE

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

The aim of this module is to provide students with the knowledge, skills, and resources required to develop and implement a work related project or undertake a work-based learning placement. Both will have a clearly defined purpose, measurable objectives, and an achievable timescale.

This module also aims to provide students with the appropriate foundation for work based/related learning to support their development as independent life-long learners. It will provide students with training workshops and master classes to support the skills and knowledge required for the project or placement.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<ol style="list-style-type: none"> 1. Build a portfolio of evidence using a range of methodologies and activities (log books; critical incident diaries; employer or supervisor feedback) 2. Identify and articulate the development of work related skills mapped to evidence drawn from either the project or placement. 3. Demonstrate knowledge and understanding of the background and context relative to the chosen project or placement opportunity. 4. Evaluate the effectiveness of preparation and planning undertaken prior to the placement or project implementation. 	<p><u>Knowledge and understanding:</u></p> <p>K1.0 Demonstrate knowledge and understanding of the key aspects of business management.</p> <p>K1.1 Apply a factual and conceptual knowledge-base to such creative business areas as finance, people, their behaviour and communications.</p> <p>K1.2 Recognise the need to collect, manipulate and interpret relevant quantitative and qualitative data to address business issues and develop coherent solutions.</p> <p>K1.3 Identify how different cultural and business contexts affect the field of study.</p> <p><u>Cognitive and Intellectual Skills:</u></p> <p>C2.0 Engage in meaningful debate and analysis of topics related to business management within field of study</p> <p>C2.1 Carry out an analysis of the business environment with guidance to provide satisfactory responses to issues.</p> <p>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 field of study.</p> <p>C2.4 Collect and synthesise business ideas and information to support strategic decision making.</p> <p><u>Transferrable Skills:</u></p> <p>T3.0 Utilise the transferable skills necessary to work within areas of management in field of study.</p> <p>T3.1 Operate and adapt management practices using standard, recognised techniques.</p> <p>T3.2 Work with limited autonomy within agreed</p>

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 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 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 field of study.

P5.4 Communicate effectively to explain business issues in a clear and concise manner.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn, Spring, Summer

Additional notes (for office use only):

The delivery of this module is provided through each programme's specific teaching team and subject specialists. Students will be required to undertake a project within their subject area. Students will receive guidance from their programme team and should review the module handbook and scheme of work as relevant to their programme for more information.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018

NATIONAL COST CENTRE: N/A

MODULE LEADER: See Module Handbook

OTHER MODULE STAFF: See Module Handbook

Summary of Module Content

The projects are defined by the programme team to ensure that they are related to the students' programmes of study. Projects will be undertaken within a group setting to create opportunities for collaborative working, however, each student has a clearly defined role and responsibilities. The project could take a range of formats such as a simulation activity, extended case study, and consultancy project briefed by an SME or social enterprise. Students opting for work-based learning will have attended workshops in the previous semester designed to guide and support them in securing a placement opportunity.

The overall theme of this module is independent work based/related learning. Therefore, students will be assigned project supervisors who will act as critical friends and guardians to the work being undertaken. As part of this process, students are required to produce a satisfactory learning agreement, reflecting work undertaken during the project/placement preparation stage. To support these, workshops are delivered to assist students with their preparation for either the project or the placement.

Indicative content of sessions may include:

Preparation for work-based/related learning; developing the learning contract; tool kits: securing a placement; managing personal development; managing teams; project and consultancy skill sets; action learning methods; portfolio methodologies; reflective practice models and approaches; establishing key performance indicators for independent learning.

In order to scaffold students' learning for the implementation of the projects or placements, master-classes will be delivered via webinar. These could include the following:

Market research methods to support the projects; starting a business; business plan development; project management; academic/professional writing; customer relationship management; client and consultation (client interviewing); people development (performance development review).

In addition to the specialist master-classes above, students are expected to develop their business skills using courses available on Lynda.com. Each student selects and completes a course in consultation with their supervisor or host employer. Examples include:

Microsoft Project or Excel for producing a project plan; risk assessment; budgeting; social media for communication; digital content creation; SAP training.

The module also further develops key transferable skills, such as oral communication, and personal development planning, including career planning.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	20	Scheduled: Formal classroom sessions.
Practical classes and workshops/Supervision	30	Scheduled: This involves attendance of relevant skills-acquisition workshop, and group meetings with other project participants. Meetings arranged with assigned project supervisor.
Guided independent study	250	Independent: Guided independent study relevant to the student's project – this will also include the time required to develop / produce the project proposal.
Total	300	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
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LO1, LO2, LO3, LO4	Coursework	<p>This will include a range of evidence including:</p> <p>Review of project/placement context</p> <p>Description of preparatory activities</p> <p>Learning contract</p> <p>Project plan or job description</p> <p>Evidence of activity e.g. Log book; critical incidents, minutes of meetings, outputs</p> <p>Development of work related skills mapped to activities</p> <p>Critical review (master classes; workshops or on-line courses) and assess impact on practice</p> <p>This could be presented in a variety of ways, such as presentations, artefacts videos, reports, or formal proposal documents.</p>	100%
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REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	<p>This will include a range of evidence including:</p> <p>Review of project/placement context</p> <p>Description of preparatory activities</p> <p>Learning contract</p> <p>Project plan or job description</p> <p>Evidence of activity e.g. Log book; critical incidents, minutes of meetings, outputs</p> <p>Development of work related skills mapped to activities</p> <p>Critical review (master classes; workshops or on-line courses) and assess impact on practice</p> <p>This could be presented in a variety of ways, such as presentations, artefacts videos, reports, or formal proposal documents.</p>	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen
Date: 12/07/2017

Approved by: Liz Lerner
Date: 13/07/2017

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: EVRE5017 **MODULE TITLE:** Evaluation and Reflection –
Work Based /Related Learning

CREDITS: 30 **FHEQ LEVEL:** 5 **JACS CODE:** N/A

PRE-REQUISITES: None **CO-REQUISITES:** None **COMPENSATABLE:** N (*if No identify programmes in notes box below*)

SHORT MODULE DESCRIPTOR: (*max 425 characters*)

Students undertaking this module are expected to be engaged (or have recently engaged) in a project or work placement, and thus should evaluate their work and reflect critically.

Reflection is a key aspect of the learning process as it involves examining experiences, actions, feelings, and responses in order to interpret and analyse them so as to learn from them.

ELEMENTS OF ASSESSMENT [*Use HESA KIS definitions*] – see *Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

GSMEE

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

The overall aim of this module is to enable students to evaluate the significance of their learning derived from the project or placement. It should enhance their commitment to life-long learning and reflective practice. The module also aims to support the production of reflective writing and career development planning.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
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1. Demonstrate the ability to relate academic theory to the work environment and recognise the contribution of practice to the development of theory.
2. Confidently apply work related skills in a professional context.
3. Demonstrate a critical approach to evaluation techniques and reflective practice.
4. Produce a career and personal development plan to support their level 6 studies and entry to graduate employment.

Knowledge and understanding:

- K1.0 Demonstrate knowledge and understanding of the key aspects of business and in their chosen field of study.
- 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.

Cognitive and Intellectual Skills:

- C2.0 Engage in meaningful debate and analysis of topics related to business management and in their chosen field of study.
- C2.1 Carry out an analysis of the business environment with guidance to provide satisfactory responses to issues.
- C2.2 Apply the correct concepts and frameworks to clearly defined problems, while beginning to appreciate the complexity of the decision-making involved in field of study.
- 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 and in their chosen field of study.
- T3.1 Operate and adapt practices to the field of study 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 including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.

E4.1 Identify the career specialism 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 field of study.

P5.4 Communicate effectively to explain business issues in a clear and concise

	manner.
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DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn, Spring, Summer

Additional notes (for office use only):

The delivery of this module is provided through each programme specific teaching team and subject specialists. Students are required to undertake a project within their subject area. Students receive guidance from their programme team and should review the module handbook and scheme of work as relevant to their programme for more information.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018

NATIONAL COST CENTRE: N/A

MODULE LEADER: See Module Handbook

OTHER MODULE STAFF: See Module Handbook

Summary of Module Content

The overall theme of this module is independent learning and students are expected to carry out the evaluation and reflection of their project or placement activity. Classroom sessions focus on supporting students to complete the evaluation and become a reflective practitioner.

The indicative content is expected to include the following:

The virtuous circle that is work based/related learning, evaluation methodologies, building a reflective mind-set; evaluative and reflective writing; theoretical perspectives and models of reflection; sources of evidence for evaluation and reflection; writing a critical evaluation and reflection; developing professional values; developing a career and personal development plan.

Project groups and placement students are given the opportunity to present their experiences to tutors and peers. This is a formative activity to encourage critical reflective practice

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Seminars	20	Scheduled: sessions designed to support students in evaluating and reflecting on the project or work-based

		learning. Learning from work, Learning from each other.
Practical Classes and Workshops/ Project Supervision	30	A series of workshops and activities to encourage a sophisticated approach to reflective practice and career development planning.
Guided independent study	250	Independent: guided independent study relevant to the student's project – this essentially involve the time required to deeply evaluate and reflect on the project undertaken.
Total	300	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Portfolio – Evaluation, reflective report and career planning including a professional values statement This utilises the portfolio produced for the module Project / Placement Design and Implementation. It uses this as the evidence base for reflection and also draw on 'Learning from work - Learning from each other' workshops. The mentoring sessions with the supervisor and host employer could also be used. 4000 words	100%

REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Portfolio	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen Date: 12/07/2017	Approved by: Liz Larner Date: 13/07/2017
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: EMTH6013 **MODULE TITLE:** Emerging Themes

CREDITS: 15 **FHEQ LEVEL:** 6 **JACS CODE:** N/A

PRE-REQUISITES: None **CO-REQUISITES:** None **COMPENSATABLE:** Y

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Change is not only likely, it's inevitable. This module critically reviews theories, concepts and practices applicable to emerging issues that exemplify the dynamic working environment confronting organisations and workers today. The identification and analysis of these emergent issues provides students with a functional knowledge of current issues and a critical understanding of how these affect the shaping the overall organisational strategy and decision-making. This will focus on the specific emerging themes relating to students' disciplines of study and will change to reflect the contemporary debates of the day.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

GSMEE

Professional body minimum pass mark requirement:

MODULE AIMS:

This module aims to:

develop a deep understanding of the emerging themes within business and organisations;
critically evaluate themes and assess their impact on business strategy and decision-making;
apply a range of techniques to critically evaluate the appropriateness of existing organisational policies and practices;

provide practice in application through assessment of organisational impact of emergent themes and the development of strategies and policies to manage change.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the

Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<ol style="list-style-type: none"> 1. Demonstrate a critical understanding of emerging themes as informed by research and the marketplace. 2. Critically analyse evolving trends in business management in order to provide robust strategic solutions to organisations. 3. Proactively source and apply research to inform operational and strategic decisions in different organisational contexts. 4. Critically evaluate a range of alternative courses of action in order to solve problems and implement decisions which result in achievable and appropriately viable outcomes for specific organisations. 	<p><u>Knowledge and understanding:</u></p> <p>K1.0 Knowledge and understanding of the key aspects of business management.</p> <p>K1.2 Critical understanding of the need to collect, manipulate and interpret relevant quantitative and qualitative data in relation to basic business issues.</p> <p>K1.4 Critical awareness of ethical issues in core business activities and the ability to discuss these in relation to personal beliefs and values.</p> <p><u>Cognitive and Intellectual Skills:</u></p> <p>C2.0 Engagement in meaningful debate and analysis of topics related to the subject of business, management, and field of study.</p> <p>C2.1 Competence in carrying out an analysis of the business environment with guidance to provide satisfactory responses to issues.</p> <p>C2.2 Application of the correct concepts and frameworks to clearly defined problems while beginning to appreciate the complexity of the decision-making involved in business activity.</p> <p>C2.3 Evaluation of the reliability of data using recognised and appropriate techniques.</p> <p>C2.4 Collection and synthesis of business ideas and information in a formal manner.</p> <p><u>Transferable Skills:</u></p> <p>T3.0 Utilisation of the transferable skills necessary to work within areas of</p>

management across sectors and industries.

T3.1 The ability to operate in predictable defined contexts using standard, recognised techniques.

T3.2 Working with limited autonomy within agreed and defined parameters.

T3.3 The development of responsibility for their own learning.

T3.4 Effectiveness with others while meeting the required obligations involved.

Employment:

E4.0 Skills required for graduate employment in the areas of business management including the use of initiative, complex decision making, and the ability to recognise the need for further professional development.

E4.1 Identification of the career specialism that reflects their interests and abilities.

E4.2 Understanding of careers' pathways and the professional expectations of the behaviour required to achieve these.

Practical:

P5.0 The acquisition of GSM London's Graduate Attributes and facilitate the application of these attributes in both academic and vocational contexts.

P5.1 An understanding of the issues involved when working with others and to be able to act appropriately to achieve successful outcomes.

P5.2 Application of the relevant methods and frameworks to clearly defined business problems.

P5.3 Undertaking of research tasks with minimum guidance to investigate and

	develop people performance issues.
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DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn/Spring/Summer

Additional notes (for office use only):

The delivery of this module is provided through each programme specific teaching team and subject specialists. Students are required to undertake a project within their subject area. Students receive guidance from their programme teams and should review the module handbook and scheme of work as relevant to their programme for more information.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018

NATIONAL COST CENTRE: N/A

MODULE LEADER: See Module Handbook

OTHER MODULE STAFF: See Module Handbook

Summary of Module Content

This module will be developed around key themes in current environment as relevant to the degree subject across the various disciplines. Students will look at underpinning methods and techniques such as horizon-scanning, scenario-planning and sea-change planning. Indicative content may include current impact of technology or integrated-post-technology, demographic shifts, political environments, and global power redistribution.

Whilst this one module sits across a range of programmes, the content will be tailored as suitable to the degree subject area of study. For example; Emerging Themes in Marketing is likely to be different to Emerging Themes in Oil and Gas. The focus of the content for the emerging themes will be developed from the students own research and reading. So enabling students to study the impact of emerging themes on their own discipline.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Seminars	30	Each seminar explores an emergent issue related to the area within the award subject. Each focuses on the specific tools of

		critical reading and evaluation tools particularly related to information synthesis.
Guided Independent Study	120	The Independent guided hours are primarily spent in three areas: preparation for the workshop, specified reading relating to a topic, undertaking of critical reading and writing tasks in preparation for the workshop.
Total	150 Hours	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
Lo1, Lo2, Lo5	Coursework	Seen Article Analysis Questions related to a provided article. 1,000 words.	50%
Lo1, Lo3, Lo4		Seen Case Analysis Questions related to a provided organisational case study. 3,000 words.	50%
			100%

REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
Lo1, Lo2, Lo5 Lo1, Lo3, Lo4	Coursework	Seen Article Analysis Questions related to a provided article. 1,000 words. Seen Case Analysis Questions related to a provided organisational case study. 3,000 words.	50% 50% 100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen

Date: 12/07/2017

Approved by: Liz Larner

Date: 13/07/2017

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: IPRC6027	MODULE TITLE: Intellectual Property and Regulation CI
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:

This module provides an introduction to the full range of intellectual property protection available within the creative industries. The module commences with the justification of intellectual property, addresses the various criteria necessary for intellectual property to arise and analyses the various enforcement mechanisms that are available. Students subsequently utilise this information to practically apply the law in a range of situations within the creative sector.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to enable the students to perform the following:

To explore the various rationale strands that sit behind the different forms of intellectual property; to develop an understanding of the different forms of intellectual property and how they are owned and protected; to understand the importance of intellectual property protection with regard to the creative industries. The analysis includes practical application of confidentiality, patents, registered designs, registered trademarks, design rights, copyright, database rights and passing off. Students are encouraged to be active and independent in their studies.

ASSESSED LEARNING OUTCOMES:

At the end of this module students will be expected to be able to:

1. The doctrines and principles of intellectual property law and the role intellectual property plays in social and economic development in relation to the creative industries
2. The major principles of the systems in place for the protection of intellectual property law within the creative industries.
3. The various international systems that protect the various types of intellectual property law within creative industries and any contemporary issues they must consider.

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DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

<p>Summary of Module Content</p> <p>The nature and scope of intellectual property with an accompanying outline with regard to the creative industries. The protection conferred by law; infringement; remedies and defences in the areas of: confidentiality; patents; registered designs; registered trademarks; design rights; copyright; database rights and passing off.</p> <p>All of these areas of intellectual property law will be practically related to the creative industries.</p>
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SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information
Lectures	10	Interactive lectures
Tutorials	20	Smaller groups to engage with learning activities
Guided independent study	120	Structured activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Written Assignment	100%	Linked to learning outcomes 1, 2, and 3. Case study (suggested word count of 3000 words)

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Updated by: Date: Grace Allen 12/07/2017	Approved by: Liz Lerner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: RMET6053 **MODULE TITLE:** Research Methods

CREDITS: 15 **FHEQ LEVEL:** 6 **JACS CODE:** N/A

PRE-REQUISITES: **CO-REQUISITES:** **COMPENSATABLE:** Y
None None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

This module allows students to undertake supervised research in an area of their chosen field as appropriate to their programmes. The module aims to provide students with the tools and skills for developing their own academic research.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

GSMEE

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module aims to develop students’ understanding of research methodologies and techniques relevant to their chosen field (Business, Management, Law, Oil and Gas etc). It allows students to plan and engage in a substantial piece of supervised research in an area of interest to them.

This module also requires students to evaluate the content of the published literature as relevant to the issue(s) investigated.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
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<ol style="list-style-type: none"> 1. Identify a research topic appropriate to the level and field of study 2. Demonstrate a detailed understanding of the main frameworks and principles on research design. 3. Assess and contribute to the process of research 4. Evaluate how quantitative and qualitative methods can be applied in academic research 	<p><u>Knowledge and understanding:</u></p> <p>K1.0 Demonstrate knowledge and understanding of the key aspects of business and in their chosen field of study.</p> <p>K1.1 Apply a factual and conceptual knowledge base to such business areas as finance, people, their behaviour and communications.</p> <p>K1.2 Recognise the need to collect, manipulate and interpret relevant quantitative and qualitative data to address business issues and develop coherent solutions</p> <p>K1.3 Identify the fundamental environmental factors and implications that shape business and commercial environments.</p> <p>K1.4 Consider ethical issues in the chosen area of study and discuss these in relation to personal beliefs, behaviour and values.</p> <p><u>Cognitive and Intellectual Skills:</u></p> <p>C2.0 Engage in meaningful critique, debate and analysis of topics to examine a range of business problems.</p> <p>C2.1 Carry out critical analysis and evaluate a range of ideas, arguments or theories pertinent to business disciplines.</p> <p>C2.2 Apply concepts, frameworks and information to real world problems or practices.</p> <p>C2.3 Formulate hypothesis/research questions and identify/interpret sources of data to construct cogent arguments and solutions to problems.</p> <p>C2.4 Synthesise and communicate ideas and information in a formal manner.</p> <p><u>Transferrable Skills:</u></p> <p>T3.0 Utilise the transferable skills necessary to work in a range of sectors and industries</p>
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- T3.1 Operate in predictable, defined contexts 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 and recognise the need for further professional development.
- E4.1 Identify the career specialism and progression routes that reflect their interests and abilities.
- E4.2 Understand careers pathways and the professional expectations, behaviour 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 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 develop people performance issues.
- P5.4 Communicate effectively to explain business issues in a clear and concise manner.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn/Spring/Summer

Additional notes (for office use only):

The delivery of this module is provided through each programme specific teaching team and subject specialists. Students receive guidance from their programme teams and should review the module handbook and scheme of work as relevant to their programmes for more information.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018

NATIONAL COST CENTRE: N/A

MODULE LEADER: See Module Handbook

OTHER MODULE STAFF: See Module Handbook

Summary of Module Content

This module allows students to undertake supervised research in an area of their interest. The module is intended to provide a robust foundation for the project, including the identification of a suitable research topic; identifying and reviewing significant and relevant literature; identifying, justifying and using appropriate research methodologies; reporting and analysing results; and drawing appropriate conclusions; identifying different types of research classification; the stages of the research process; evaluating literature; methods of data collection; qualitative and quantitative data analysis; presenting and analysing data; communicating research findings; ethical requirements in treating research subjects and conducting research. The skills that students acquire in their projects also equip them for working in a professional environment, aiding them in analysis and decision-making.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Seminars	30	Tutor led discussion and classroom sessions focusing on developing topic areas to enable students to engage in discussion and application of subject areas.
Guided independent study	120	Guided independent reading and research, preparation for sessions, webinars and use of online learning resources and preparation of proposal
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Detailed research proposal for project. Word length 2,500	100%

REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Detailed research proposal for project. Word length 2,500	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen Date: 12/07/2017	Approved by: Liz Lerner Date: 13/07/2017
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: RPRO6050 **MODULE TITLE:** Research and the Professional

CREDITS: 15 **FHEQ LEVEL:** 6 **JACS CODE:** N/A

PRE-REQUISITES: **CO-REQUISITES:** **COMPENSATABLE:** Y
None None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

In business, there is a need to seek answers to questions, such as service levels, consumer perceptions or how satisfied employees are. To succeed, businesses need to gather information about their competitors, their consumers and their own performance.

Through the evaluation of different research methods, students apply business research methods in a range of contexts. These methods will not only prove useful in personal and professional development but will form the foundation for work on a Capstone Project.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*

E1 (Examination)		C1 (Coursework)	100%	P1 (Practical)	
E2 (Clinical Examination)		A1 (Generic assessment)			
T1 (Test)					

SUBJECT ASSESSMENT PANEL to which module should be linked:

GSMEE

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module assists students in gaining an appreciation of the array of methods available to organisations to conduct and commission research. It develops students' understanding of the range of quantitative and qualitative methods of research that can be applied within a business investigation. It introduces the complexity involved in conducting research within organisations, including the potential ethical aspects encountered in a professional context. It develops research skills enabling students to be able to tackle various types of business and academic research in an area of their chosen field, as appropriate to their programme.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	Award/ Programme Learning Outcomes contributed to
<p>At the end of this module students will be expected to be able to:</p> <ol style="list-style-type: none"> 1. Detailed understanding of the main frameworks and principles of research design 2. Broad awareness of the various quantitative and qualitative methods that are used to develop business research. 3. Ability to apply research understanding to the development of a research proposal 4. Appreciation of the ethical practices involved in managing, conducting and disseminating research 	<p><u>Knowledge and understanding:</u></p> <p>K1.0 Demonstrate knowledge and understanding of the key aspects of business and in their chosen field of study.</p> <p>K1.1 Apply a factual and conceptual knowledge base to such business areas as finance, people, their behaviour and communications.</p> <p>K1.2 Recognise the need to collect, manipulate and interpret relevant quantitative and qualitative data to address business issues and develop coherent solutions</p> <p>K1.3 Identify the fundamental environmental factors and implications that shape business and commercial environments.</p> <p>K1.4 Consider ethical issues in the chosen area of study and discuss these in relation to personal beliefs, behaviour and values.</p> <p><u>Cognitive and Intellectual Skills:</u></p> <p>C2.0 Engage in meaningful critique, debate and analysis of topics to examine a range of business problems.</p> <p>C2.1 Carry out critical analysis and evaluate a range of ideas, arguments or theories pertinent to business disciplines.</p> <p>C2.2 Apply concepts, frameworks and information to real world problems or practices.</p> <p>C2.3 Formulate hypothesis/research questions and identify/interpret sources of data to construct cogent arguments and solutions to problems.</p> <p>C2.4 Synthesise and communicate ideas and information in a formal manner.</p> <p><u>Transferrable Skills:</u></p> <p>T3.0 Utilise the transferable skills necessary to</p>

work in a range of sectors and industries

T3.1 Operate in predictable, defined contexts 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 and recognise the need for further professional development.

E4.1 Identify the career specialism and progression routes that reflect their interests and abilities.

E4.2 Understand careers pathways and the professional expectations, behaviour 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 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 develop people performance issues.

P5.4 Communicate effectively to explain business issues in a clear and concise manner.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	SEMESTER: Autumn/Spring/Summer

Additional notes (for office use only):

The delivery of this module is provided through each programme specific teaching team and subject specialists. Students receive guidance from their programme teams and should review the module handbook and scheme of work as relevant to their programme for more information.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017-2018

NATIONAL COST CENTRE: N/A

MODULE LEADER: See Module Handbook

OTHER MODULE STAFF: See Module Handbook

Summary of Module Content

The nature and purpose of research and gathering business intelligence; the role of self-reflection in developing individual learning outcome for research projects; conducting literature reviews to support the development of projects; classification of research projects; the stages of the research process; methods of data collection, evidencing research; qualitative and quantitative data analysis; presenting and analysing research; communicating research findings; ethical requirements in treating research subjects and conducting research.

Students engage in formative assessment via the presentation of their research outline which receive peer and tutor feedback.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	10	Tutor exposition of key knowledge areas as outline in scheme of work.
Seminars	20	Tutor led discussion and classroom sessions focusing on developing topic areas to enable students to engage in discussion and application of subject areas.
Guided Independent	120	Guided independent reading and research, preparation for sessions, webinars and use of online learning resources and

Study		preparation of proposal
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Written Assignment - Detailed research proposal for project. word length 2,500	100%

REFERRAL ASSESSMENT

Assessed Module Learning Outcomes	Element Category	Component Name	Component Weighting
LO1, LO2, LO3, LO4	Coursework	Written Assignment - Detailed research proposal for project. word length 2,500	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Grace Allen Date: 12/07/2017	Approved by: Liz Larner Date: 13/07/2017
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SECTION A: DEFINITIVE MODULE RECORD. Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.

MODULE CODE: SCEN6058	MODULE TITLE: Stakeholder and Community Engagement
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 Stakeholder and Community Engagement is a fundamental skill of the modern manager. This module helps students to recognise key people and groups and build and execute plans that gain and maintain the support from those groups that lead to successful outcomes. It prepares students to manage stakeholders and to communicate both within a normal management role and as part of a major project.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME

Professional body minimum pass mark requirement: NA

MODULE AIMS:
 This module aims to introduce students to stakeholder and community management theory and techniques. In particular, to recognise the importance of stakeholders and communities in everyday management tasks and major projects. It looks at techniques to identify stakeholder groups, analyse their sphere of influence and prioritise their importance to their objectives as individuals or organisations. The culmination of the module will involve creating plans and strategies to effectively manage and engage stakeholders and communities.

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Use a range of techniques to identify and critically evaluate key stakeholders for a given situation.
2. Utilise issues identified in stakeholder analysis to develop and prioritise stakeholders and predict behaviour.
3. Select and justify appropriate communication strategies and measurement approaches to form and maintain stakeholder and community engagement.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic
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	Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Stakeholder Management Theory; Reasons for Managing Stakeholders; Identifying and researching the Stakeholder; Determining the Stakeholder Mission; Stakeholder assessment; Stakeholder behaviour prediction: Individual Stakeholder Planning; Communication Strategies; Social networks; Plan implementation; Measurement

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These provide a mix of different techniques to show highlight and deepen the understanding of the topics. Using a mixed method delivery including the use of formative assessment case studies, interactive online practical activities, group discussions and small group tasks.
Guided independent study	120	Structure activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C_	Written Assignment	100%	Linked to Learning outcomes 1, 2, and 3. Stakeholder analysis and communication plan (word count of 4,000 words)

Updated by: Date: Grace Allen 12/07/2017	Approved by: Liz Larner 13/07/2017	Date:
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Faculty Quality Procedures for approval and issue of new module code.

MODULE CODE: CRCI6007	MODULE TITLE: Creative Cities
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR: This module explores the multifaceted role of creativity in contemporary cities and the contribution of creative/cultural and tourism to urban renewal, social cohesion and economic development. It considers the evolution of the creative city as a concept driven by theory and practice and identifies how this is manifest in practice. An emphasis throughout will be placed on analysing urban places through fieldwork and critically examining creative industries to support renewal.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1 Written assignment	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME
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Professional body minimum pass mark requirement: NA
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MODULE AIMS: The module aims to equip students with the analytical skills, concepts and theories to study the role of creativity in the renewal of contemporary cities and urban environments. Students are provided with the opportunity to evaluate the impact of regional and national policy and to recommend applied strategic solutions to case studies.
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ASSESSED LEARNING OUTCOMES: At the end of this module students will be expected to be able to: <ol style="list-style-type: none">1. Assess the role of actors, institutions and social milieus involved in fostering and promoting urban creativity.2. Review and evaluate the diversity of approach and effectiveness of creatively led, urban renewal strategies.3. Apply, design and justify a renewal strategy using a range of creative approaches to deliver social, economic and cultural outcomes in response to a brief.4. Critically evaluate the contribution of the creative industries to regeneration and renewal focussing on the achievement of social, economic and cultural outcomes.
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DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

The Creative City a contested discourse: instrumental and consumerist approaches; conflicting priorities.

Analysis of current trends in urban development to allow for culture led regeneration; theoretical frameworks and perspectives. (e.g. Le Corbusier, Landry, Bianchini, Matarasso, Pratt, Florida); place-making: issues of identity and the role of culture and creativity in promoting tourism and economic growth; the planning framework in the UK – cultural, community, economic and toolkits to support development and evaluation; case studies examining creative ecologies, creative clusters, creative quarters, creative incubators, flagship developments and their contribution to renewal strategy; working in partnership - stakeholders and intermediaries; socially engaged practice – diversities in cities and combating social exclusion.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Lectures	10	Interactive lectures
Tutorials	20	Smaller groups to engage with learning activities
Guided independent study	120	Structure activities including reading; observations, research, group meetings, assessment or exam preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Written Assignment	50%	Group case study – Linked to learning outcomes 2 and 4. Students are expected to work collaboratively to generate a creative renewal strategy (suggested word count of 2000 words) Individual Essay – Linked to learning outcomes 1 and 3. Students are provided with a list of titles which examine the theoretical constructs examined in the module (suggested word count of 1,500)
			50%	
		Written assignment	100%	

Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: HVMA6025	MODULE TITLE: Hospitality and Venue Management
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:

This module examines the hospitality industry from local and international perspectives. It investigates various sectors within hospitality including accommodation, food and beverage catering, events and venues. Key concepts such as internationalisation, management, HRM, operations, sustainability and trends for the industry will be explored.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSME

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims for students to analyse and evaluate the hospitality industry and the market on local and global scales. Students are equipped to apply appropriate theory on market knowledge to the hospitality industry and to critically evaluate key issues and concepts.

ASSESSED LEARNING OUTCOMES:

At the end of this module students will be expected to be able to:

1. Provide a conceptual understanding of the various sectors within the hospitality industry
2. Analyse and discuss the future trends and development of the hospitality market
3. Critically evaluate the key issues and concepts of the hospitality and event industry

DATE OF APPROVAL: 14-15/01/15	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module explores the hospitality industry and the various sectors within it. Students are provided with theory of the hotel and accommodation sector, food and beverage catering, events and venues, and corporate hospitality. The module investigates key concepts such as management within hospitality, HRM, operations, internationalisation, sustainability, CSR, trends and development. These are discussed at both a local and global level using relevant case studies.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	Scheduled: Formal instruction supplemented by case studies, quizzes, group work, etc.
Guided independent study	120	Structured activities including reading; observations, research, group meetings, assessment preparation and self-directed study
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Report	100%	Report format covering all learning outcomes (3,500 words)

Updated by: Date: Grace Allen 12/07/2017	Approved by: Larner 13/07/2017	Date: Liz
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: DEMA6010	MODULE TITLE: Destination Marketing
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:

The opportunity to create a brand for a region or even a whole country that the rest of the world will see is one of the most challenging and rewarding in the entire marketing field. It requires basic marketing techniques to be applied in a quite unique and creative way. This module considers the journey from destination audit through to measurement of success via brand development and brand management.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to apply marketing knowledge to the marketing of tourist destinations. This will be achieved by the development of marketing intelligence to understand the destination and its potential visitors. This can be utilised to effectively build a brand infrastructure and creative communication approach. It also looks at strategies to overcome the challenges a marketing organisation will face in managing that brand including campaigning, partnership development, stakeholder management and measurement.

ASSESSED LEARNING OUTCOMES:

At the end of this module students will be expected to be able to:

1. Define and explain destination marketing
2. Analyse the marketing environment of any given destination.
3. Apply market intelligence and analysis to create segmentation, positioning and branding of a destination.
4. Develop justified promotional strategies to creatively communicate a destinations brand proposition.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM London

DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer
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Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content
 Why National Image matters; Nation Branding, Destination Marketing, The Travel Ecosystem; Branding; Travel Motivation; Destination Audit; Segmentation, Targeting and Positioning; Brand Models; Creative communication; Brand Management; Promotion; Partnership; Measurement; Future Challenges, Application of marketing communications mix to destination marketing

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]		
Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These provide a mix of different techniques to show highlight and deepen the understanding of the topics. Using a mixed method delivery including the use of formative assessment case studies, interactive online practical activities, group discussions and small group tasks.
Guided independent study	120	Including guided reading, case analysis, engagement with online activities (discussion forums, podcasts, webinars)
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Report	100%	Written report outlining destination brand, brand objectives and proposed promotional strategies and campaigns to deliver brand objectives. (word count 3,500)

Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: SENT6057	MODULE TITLE: Social Enterprise
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CREDITS: 15	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Y
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SHORT MODULE DESCRIPTOR:
 Social Enterprise is continuing to gain traction as a sustainable model of business that focuses on the triple bottom line of Profit, People, and Planet. These organisations, with both commercial and social objectives, re-invest their returns into the organisation or the community they work in. This module explores various aspects of these organisations and the social sector that they operate within.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA
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MODULE AIMS:
 This module aims to explore the concept of social enterprise and the social economy, while identifying various academic models and methods of analysis related to the sector. More specifically, it aims to analyse the motivations, drivers, and activities of social enterprises within the UK and beyond. It also aims to inspire, encourage, and provide practical guidance for students toward social action and developing and managing businesses in this area of significant growth.

ASSESSED LEARNING OUTCOMES:
 At the end of this module students will be expected to be able to:

1. Explain the notion of social enterprise and the social economy.
2. Critically evaluate the social impact of a social enterprise.
3. Exhibit specialist knowledge on the way social enterprise activities and business projects are justified and evaluated.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

This module covers the fundamentals of Social Enterprise and will include: the third sector and the social economy, the social entrepreneur, social impact, identifying opportunities, identities and organisational forms, governance, HRM, stakeholder relations, financing and funding, strategy and planning, writing the social business plan, evaluating and measuring social impact, and leadership and management in the Social Enterprise.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Seminars	30	These will comprise varying activities regarding the application of relevant theory. This will include tasks of: discussing and applying appropriate models such as cross-sector theory and Maslow's hierarchy, case study exercises, identifying appropriate legal identities, and analysing income streams.
Guided independent study	120	This will take the form of varying activities, which include recommended textbook and journal article reading, completion of pre-arranged related MOOC elements, suggested videos, investigation of related websites and available material, and contributing to discussions in the VLE forum.
Total	150	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C_	Report	100%	Report, linked to learning outcomes 1, 2, and 3. The assessment for the module will be made up entirely of coursework to reflect the practical nature of developing and managing a social enterprise. This includes developing a business plan for a new social enterprise or critiquing an existing organisation. (word count of 2000

				words)
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Updated by: Date: Grace Allen 12/07/2017	Approved by: Larner 13/07/2017	Date: Liz
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SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: CAPP6004*	MODULE TITLE: Capstone Project (Dissertation/Consultancy Project/Work Based Learning)
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CREDITS: 30 credits	FHEQ LEVEL: 6	JACS CODE: NA
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: N
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SHORT MODULE DESCRIPTOR:
A Capstone Project synthesises a student's learning in a single project that demonstrates their fulfilment of the programme learning outcomes. Each project results in a final product such as a research paper, article, and documented action project, presentation of a body of visual / literary work, written project, dissertation or combination thereof. It also includes a student's reflection in writing on his or her experience in relation to the material.

ELEMENTS OF ASSESSMENT [Use HESA KIS definitions]					
WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		C1	100%	P1	
E2 (OSCE)		C2		P3	
T1 (Test)		A1			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: GSMEE

Professional body minimum pass mark requirement: NA

MODULE AIMS:
This module allows students to synthesise their learning in a single project that demonstrates their fulfilment of the programme's learning outcomes. It integrates their academic knowledge with experiences beyond the classroom and combines their developing knowledge, skills, and personal interests. The project is conceived, designed, and carried out independently, with support and supervision.

ASSESSED LEARNING OUTCOMES:
At the end of this module students will be expected to be able to:

1. Demonstrate a detailed knowledge of the major discipline with areas of specialisation. (Specific learning outcomes to be set by student and supervisor).
2. Undertake critical analysis using an appropriate range of techniques - evaluate evidence to support conclusions - application to complex situations.
3. Engage in self-assessment, reflection, and analysis
4. Use creative and critical thinking skills to solve problems.
5. Work and learn both independently and collaboratively
6. Communicate ideas and the results of their work with clarity and concision as appropriate to the identified audience.

DATE OF APPROVAL: 14-15/01/2015	FACULTY/OFFICE: Academic Partnerships (AP)
DATE OF IMPLEMENTATION: October 2015	SCHOOL/PARTNER: GSM LONDON
DATE(S) OF APPROVED CHANGE:	TERM: Autumn/Spring/Summer

Additional notes (for office use only):

Projects will fall into 4 categories: Research-based dissertation, work based learning, creative or a hybrid of these forms. Content and focus of the project will be as appropriate to meet the learning outcomes of the programme of undergraduate study.

The delivery of this module is provided through each programme's specific teaching team and subject specialists. Students are required to undertake a project within their subject area. They will receive guidance from their programme team and should review the module handbook and scheme of work as relevant to their programme for more information.

*For external examiner and delivery breakdown:

- A - BSc (Hons) Business Management
- A - BSc (Hons) Business Management with Creative Industries
- A - BSc (Hons) Business Management with E-commerce
- A - BSc (Hons) Business
- A - BSc (Hons) Professional Management
- A - BSc (Hons) Enterprise and Small Business Development
- C - BSc (Hons) Travel and Tourism
- D - BSc (Hons) Oil and Gas Management
- E - BSc (Hons) Human Resources with Management
- F - BSc (Hons) Events and Entertainment Management
- G- BSc (Hons) Marketing
- H – BSc (Hons) Accounting and Finance

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: NA
MODULE LEADER: See module handbook	OTHER MODULE STAFF: See module handbook

Summary of Module Content

Capstone Projects are intended to be intensive, active learning projects, requiring significant effort in the planning and implementation by the student, as well as preparation of a substantial final submission.

Whilst subject is likely to be driven by the programme aims, there is a wide scope of opportunity for students to develop a project or dissertation in a subject area of their choice. Scrutiny review will be conducted on proposals and will look to ensure students have covered within their project development and implementation the nature and purpose of research and applied aspects of their research module such as role of self-reflection in planning and implementing a project, effectively communicating project findings and ensuring ethical requirements are met.

When first writing the CP, the student drafts an outline proposal in Research in a Professional Context or Research Methods for traditional dissertations. Prior to the semester during which the student begins to work on CP, he or she revisits and revises this proposal and submits it to the supervisor in advance of the semester. Some projects may require approval through a project approval/scrutiny committee following the marking of the proposal as part of Research in a Professional Context module.

At the start of the semester the student and Supervisor discuss the plan. Any revisions to this will need to be signed off by the supervisor or approval committee as deemed appropriate. Once the proposal has been approved, the student will design the early stages of the work that make up Capstone Project (CP) under supervision.

Supervision will be allocated as deemed appropriate through the programme teams. Depending on the project and the student's learning needs, the Supervisor may be supported by an additional tutor with subject specialism.

Building on the work of Capstone Project, the student carries out a substantial, personally meaningful project that demonstrates his or her learning in the field and programme and personal stance toward the project's material or practice in Capstone Project.

Examples might include a research paper and published article, film, documented product development.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Project Supervision	10	Students regularly meet with their supervisors to discuss their progress. The term 'project supervision' is used to refer to the meetings that students have with their supervisors, to plan, discuss, and monitor their work. Meetings can take place either virtually or in person. The size of a project supervision meeting depends upon the number of students involved in the work concerned, and the nature of that work. Supervision will also frequently take place on a one-to-one basis.
Tutorials	20	Tutorials involve one-to-one or small group supervision, involving provision of feedback or detailed discussion on a particular topic or project. These may include action learning sets to support students through their studies so that they receive support from peers, as well as direction or feedback from tutors. Tutorials take place either virtually, or face-to-face.
Guided Independent Study	270	Guided independent study might include preparation for scheduled supervision sessions, follow-up work, wider reading or practice, completion of project related tasks. Students are expected to be responsible for their own learning, with appropriate support being provided by the institution, primarily through supervision. Additional

		support is provided through peer group based activity, access to libraries and learning spaces, additional skills training, etc. The focus of this guided independent study is on the execution and completion of students' Capstone Projects.
Total	300	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C ₁	Dissertation/ Written assignment	100%	Project output can be a practical nature, dissertation or written report. Students are assessed on the output of a period of project work (in this instance this may take the form of a dissertation or written report). Examples are diverse and include the documentation of an action based project e.g., an event/product development etc, a peer reviewed article or a film. The potential range of outputs are detailed in an accompanying Capstone Project Student Handbook.

Updated by: Grace Allen 12/07/2017	Date:	Approved by: Liz Larner 13/07/2017	Date:
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