



University of the  
West of England

## MODULE SPECIFICATION

**Code:** UACPMN-30-3                      **Title:** Work Placement and Experience                      **Version:** 5

**Level:** 3                      **UWE credit rating:** 30                      **ECTS credit rating:** 15

**Module type:** Project

**Owning Faculty:** Creative Arts                      **Field:** Cultural and Media Studies

**Faculty Committee approval:** Quality and Standards                      **Date:** 5<sup>th</sup> May 2010

**Valid from:** Sept 2010                      **Discontinued from:**

**Contributes towards:** Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework.

### Learning outcomes:

As this is a project module all assessments are designed to assess the following learning outcomes to a greater or lesser degree depending on the nature of the assignment.

On successful completion of this module, students will be able to:

- Identify and appraise the knowledge and skills developed and acquired through the work-based learning (assessed through component B elements 1 and 2)
- Demonstrate professional communication skills, making use of appropriate software to illustrate their oral (assessed through the module but specifically in component B element 2)
- Provide evidence of creative problem solving in responding to workplace challenges and the module brief.
- Provide evidence of effective time management, practical knowledge of demands and challenges of professional contexts (assessed through successful enrolment on the module and through component B element 1)
- Identify and use relevant source material through which to contextualise their work-based learning (assessed through component B elements 2 and 3)
- Identify the links between the experience of work and the theories and debates which underpin the field of study (assessed through component B elements 1 and 3)
- Reflect upon the practical challenges encountered when completing a work-based project, and identify potential solutions to such challenges (assessed through component B elements 2 and, in greater detail, 3)
- Report on their experiences and integrate their findings with an existing body of relevant literature (assessed through component B, element 3).

### Syllabus outline:

Not applicable. Eligible students will be identified in the third term of Level 2 – they should be single and joint honours students who can demonstrate their ability to work independently and are willing and able to comply with the requirements for access on to the module:

These are:

- Mandatory attendance at half-day workshop in third term of Level 2
- Ability to reflect critically on future ambitions, current skills in the process of researching potential placement hosts.
- Production of a satisfactory CV and a shortlist of potential placement hosts
- Securing an appropriate placement within the relevant cultural or creative industries to be completed

before the end of term one of Level 3 at the latest.

- Satisfactorily completing a 20 day minimum work placement in a relevant organisation – demonstrating good time management skills and complying with required professional standards of behaviour at all times.
- Ideally all placements should be completed or near completion by the start of term one Level 3.
- Ability to commit to 20 days approx of unpaid work experience.

The exact timing of the placement will be decided before allocation to students so that they are fully aware of commitment requirements. Where placements opportunities are identified by students they will be subject to prior approval by the module leader.

### **Teaching and learning methods:**

- compulsory preparatory half-day workshop before placement commences
- a series of workshops which will cover a range of appropriate topics – from presentation skills, skills reflection and critique, relating theory to practice and experience, and cv development for example
- compulsory personal tutorials with module tutor during the academic year (at least 3) to support the development of their project topics

Project titles will be negotiated between the module leader and student, suggested topics include and will be concerned with the relationship between their Award content and issues that emerge from the specific placement context and experience.

### **Reading Strategy**

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue.

Any **essential reading** will be indicated clearly, along with the method for accessing it, e.g. students will be referred to texts that are available electronically, etc. This guidance will be available either in the module handbook, via the module information on UWEonline or through any other vehicle deemed appropriate by the module/programme leaders.

If **further reading** is expected, this will be indicated clearly. If specific texts are listed, a clear indication will be given regarding how to access them and, if appropriate, students will be given guidance on how to identify relevant sources for themselves, e.g. through use of bibliographical databases.

### **Indicative Reading List: (see guidance notes)**

This module does not have general indicative reading, but source material will be driven by the nature of individual placements. However, students may find the texts listed below useful:

#### **Books and journals**

##### **Learning through work experience:**

Brockbank, A. & McGill, I. (1998) *Facilitating Reflective Learning in Higher Education* Buckingham: SRHE & Open University Press

Douglas, A (2006) *The Essential Work Experience Handbook* London: Gill & MacMillan

Fanthome, C (2004) *Work Placements: A Survival Guide for Students* London: Palgrave MacMillan

Guile D & Griffiths T (2001) Learning Through Work Experience in *Journal of Education and Work, Vol. 14, No.1*

Moon, J. (1999) *Learning Journals: A Handbook for Academics, Students and Professional Development*, London: Kogan Page

##### **Understanding organisations:**

D'Souza, S (2008) *Brilliant networking: what the best networkers know, do and say* London: Pearson

Handy, C (1990) *Understanding voluntary organisations* London:Penguin

Morgan, G. (1997) *Images of Organization*, London: Sage

**Working in the creative industries:**

Hesmondhalgh, D, and Baker, S. (2010) *Creative Labour: Media Work in Three Cultural Industries*, Abingdon and New York: Routledge.

Hesmondhalgh, D. (2007) *The Cultural Industries*, 2nd ed., London, Los Angeles and New Delhi: Sage,

Skillset, the Sector Skills Council (SSC) for the Creative Industries, [www.skillset.org/](http://www.skillset.org/)

Creative England [www.creativeengland.co.uk/](http://www.creativeengland.co.uk/)

**Assessment**

**Weighting between components A and B (standard modules only) A: 100%**

**ATTEMPT 1**

**First Assessment Opportunity (Sit)**

**Component A**

Description of each element	Element weighting
1. Logbook / Reflective Diary	(20%)
2. Presentation (30 minutes)	(40%)
3. Research Project (2,500 words)	(40%)*

**\* Element 3 (Research Project should be recorded as the final assessment)**

**Second Assessment Opportunity (Resit) (further attendance at taught classes is not required)**

**Component A**

Description of each element	Element weighting
1. Logbook / Reflective Diary	(20%)
2. Presentation (30 minutes)	(40%)
3. Research Project (2,500 words)	(40%)

**EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.**

**Specification confirmed by Jane Arthurs Date 3<sup>rd</sup> October 2011  
(Associate Dean/Programme Director)**