



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Media Enterprise & Environments				
Module Code	UPCP47-30-2	Level	2	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Cultural Industries		
Department	Arts & Cultural Industries	Module Type	Project		
Contributes towards	BA(Hons) Creative Media Design				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
Valid From		Valid to			

CAP Approval Date	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate understanding of a range of roles and activities involved in their subject area and the opportunities for employment within them. 2. Identify the skills and attributes of those employed in a range of activities within their area of practice. 3. Analyse the professional working practice of specific roles in their subject through the research, development and presentation of case studies. 4. Evaluate the working practices of a practitioner, studio, or related professional activity and relate this knowledge to their own practice and career intentions. 5. Analyse specific aspects of their own area of practice in relation to the broader contexts of contemporary creative industries. 6. Demonstrate the ability to research, collate and analyse texts 7. Demonstrate the ability to explain and evaluate research methods and to construct clear and persuasive arguments supported with appropriate examples. 8. Formulate self-promotional materials and presentations to a professional standard. 9. Demonstrate creative and professional skills in communicating effectively with

	a target audience
Syllabus Outline	<p>The module is designed to contribute to the development of students' contextual understanding of their discipline, delivered throughout the programme, and focus this towards identifying personal career aspirations and the opportunities offered, directly and indirectly, by the industry.</p> <p>During the module, students are encouraged to begin to articulate their own interests within the range of disciplines encompassed by their subject and link these to the skills and attributes required by specific professional roles. This is intended to support students in identifying their own personal direction and allowing them to make an informed use of the choices open to them in the second half of the programme through links to long-term career goals.</p> <p>Work Based Learning</p> <p>During the course of this module students are required to undertake approximately 60-80 hours of their study in work experience. This could be made up of a placement or number of shorter placements or working on live briefs set by external industry partners.</p> <p>The placements should be within the field of study and aim to focus and test the student's career aspirations. They might include small businesses, social organisations or artists who work with media.</p> <p>The work experience will be contextualised with lectures and workshops that build on themes explored in Level 1 <i>Media and Design Contexts</i> and explore (for example) Experience economy, business narratives and the broader cultural and political context of the Creative Industries. Students will also be introduced to scholarly research methods.</p> <p>A further strand of lectures and workshops will introduce students to methods that promote themselves to their target employer/s. This will include the design and development of a CV, letter of introduction/personal statement and the design and planning of a personal on-line presence that could house an online portfolio in the future.</p>
Contact Hours	The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning.
Teaching and Learning Methods	<p>The module is taught through scheduled learning including work based learning, seminars, tutorials, and lectures..</p> <p>Students are expected to pursue independent learning, including 228 hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data				
Number of credits for this module				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test

Coursework: Written assignment or essay, report, dissertation, portfolio, project

Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.

All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard.

Given the cross disciplinary of this module no single suitable text exists would fully support the module content.

A prepared reading pack will be available at the start of the module.

The currency of information may wane during the lifetime of the specification; consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually.

Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university's Copyright Licensing Agency license.

Indicative Reading List

Core reading

Barbrook, R. (2007). *Imaginary futures: from thinking machines to the global village*. Pluto Press.

Florida, R. (2002). *The rise of the creative class*. New York, NY: Basic Books.

Johnson, S. (2010). *Where good ideas come from*. New York: Riverhead Books.

Liu, A. (2004). *The laws of cool. Knowledge Work and the Culture of information* Chicago: University of Chicago Press.

Mitchell, W. and Hansen, M. (2010). *Critical terms for media studies*. Chicago: The University of Chicago Press.

Part 3: Assessment

Assessment Strategy

Students will produce a short reflective report on their engagement (1000 words) a CV, letter of introduction, a skeleton online portfolio, a presentation (Each student makes a summative presentation to their peers about their findings after their placement at an interim stage of the module) and longer scholarly piece of writing that links the placement to a topic of study relevant to the field (2500).

Criteria	Relates to learning outcomes	Source of evidence
1. research Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources	1, 2, 3, 4, 5, 6	A1, A2
1. Synthesis / argument the organisation and structuring of research material into a coherent argument or enquiry	6, 7, 8	A1, A2
1. Method engagement with research process and individual writing, management of time and resources, reflection on research.	2, 3, 5, 6, 7	A1, A2
1. Presentation: the presentation of ideas and findings clearly and appropriately in oral, and written form.	4, 5, 6, 7, 8	A1, A2

Identify final assessment component and element

A:

B:

	100%
First Sit	
Component A (controlled conditions) Description of each element	Element weighting
1. Short reflective report on their engagement (1000 words) a CV, letter of introduction, a skeleton online portfolio, a presentation	65%
2. Reflective essay (2500 words)	35%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
1. Short reflective report on their engagement (1000 words) with a CV, letter of introduction, a skeleton online portfolio and reflective essay (2500 words)	100%
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>	