



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Academic and Management Skills 1				
Module Code	UMKDJX-15-1	Level	1	Version	1
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	Business and Management	Module Type	Standard		
Contributes towards	BA (Hons) Marketing Communication Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	1 June 2016		Valid from	September 2017	
Revision CAP Approval Date			Revised with effect from		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> 1. Be proficient in reading, interpreting and acting upon written briefs 2. Be proficient in a range of academic writing styles and formats 3. Be proficient in information search strategies and process 4. Be proficient in the citation of, and referencing, of source material 5. Appreciate what makes an effective presentation and have practiced good presentation skills 6. Develop personal management and organisational skills, and have identified strategies for maximising both 7. Understand the value of time management and have adopted good time management practice 8. Demonstrate their capacity to reflect on the use of academic and management skills in their other modules
Syllabus Outline	<ul style="list-style-type: none"> • Academic Writing - Different writing styles: Essays, reports, proposals and reflective writing <ul style="list-style-type: none"> - Interpreting assessment briefs - Structuring a good piece of writing and writing succinctly - Formatting assessments, use of Word for large documents - Referencing and citation • Information search <ul style="list-style-type: none"> - Using the Library, academic and practitioner databases and the internet - Critically appraising the credibility of sources • Presentation skills

	<ul style="list-style-type: none"> - Different forms of presentation - How different media affects presentation style/content • Personal organisation and presentation <ul style="list-style-type: none"> - Time management - Project management
Contact Hours	<ul style="list-style-type: none"> • In line with the tenets of ‘flipped’ classroom delivery, initial briefings, threshold concepts and supporting material will accessed online. • Face to face contact time will total 36 hours and comprise of an average of 1.5 hours per week across a 24 week period. • In addition to face to face contact, ongoing contact will be maintained with students through ‘office hours’ discussion boards on the University’s virtual learning environment (VLEs) and other technology-aided means. <p>QAA guidance is available here http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/contact-hours.aspx</p>
Teaching and Learning Methods	<ul style="list-style-type: none"> • In line with tenets of the ‘flipped classroom’ students will be expected to engage with independent learning both before and after attendance at any face to face taught session. Students will be guided to a range of online materials on the Blackboard VLE to prepare in advance of scheduled sessions as well as materials to consolidate learning in a post session environment. • Scheduled learning will take place largely in an interactive environment where students will be encouraged to build upon their understanding of basic concepts by engaging in the development of more complex aspects of theory and practice using a range of online and offline resources. • Using a task-focussed, problem-based approach, the delivery of the syllabus will be based around the development of extended projects or case studies on topics of interest or relevance to organisations within the sector. Within the context of a wider projects students might engage in a range of activities which include (but is not limited to) the production of shorter case study examples, group research activities and presentations. • The syllabus content will reflect the academic and management skills required for successful completion of modules and assessment across the students’ programme of study. • Scheduled teaching activity on this module will account for 1.5 hours a week. • Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects. • In between scheduled sessions, students will be expected to work independently and in groups that will support their work toward their final assessment. This will account of the remainder of the hours allocated to this module. <p>Scheduled learning includes interactive learning sessions, demonstration, practical classes and workshops; work based learning; supervised time in workshop.</p> <p>Independent learning includes hours engaged with materials provided on the VLE, Library and internet searches, essential reading, case study preparation, assignment preparation and completion. These sessions constitute an average time per level as indicated in the table below.</p>

Key Information Sets Information

Key Information Set - Module data				
Number of credits for this module				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

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

Coursework: portfolio

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 through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.

Essential reading

Students are expected to purchase or have open access to following text as it is considered core to the module:-

Smale and Fowlie (2009) How to Succeed at University: An Essential Guide To Academic Skills And Personal Development (Sage Study Skills Series). Sage Publishing

Indicative Reading List

Academic and Practitioner Journals

Academy of Marketing

	<p>European Journal of Advertising</p> <p>European Journal of Marketing</p> <p>International Journal of Advertising</p> <p>Journal of Marketing Communications</p> <p>Journal of Advertising Research</p> <p>Journal of Interactive Advertising</p> <p>Journal of Communications Management</p> <p>Journal of Marketing</p> <p>Journal of Consumer Behaviour</p> <p>Management</p> <p>Marketing and Management</p> <p>Marketing Management</p> <p>Science Review</p> <p>Harvard Business Review</p> <p>The Economist</p> <p>Marketing</p> <p>Campaign</p> <p><u>Other</u></p> <p>Any/all broadsheet newspapers</p>
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Part 3: Assessment

Assessment Strategy	<p>Students are required, over the course of the module to compile a portfolio of evidence that demonstrates their proficiency in a range of academic and management skills outlined by the module's Learning Outcomes. Within scheduled sessions, students will have the opportunity to practice and improve their skill level but evidence of proficiency can be drawn from any of the modules studied.</p> <p>The syllabus content will reflect the academic and management skills required for successful completion of modules and assessment across the students' programme of study. Students will be encouraged to identify their personal areas of development and to set their own goals. They will then use formative assessment within this module and from modules across the programme as a tool to track their progress and reflect upon what actions have yet to be taken.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A: 100%	B: N/A
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Academic Skills Development Portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
1. N/A	N/A	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Academic Skills Development Portfolio	100%
Component B Description of each element	Element weighting (as % of component)
1. N/A	N/A