



MODULE SPECIFICATION

Part 1: Information			
Module Title	Developing a Screen Business Concept for the Marketplace		
Module Code	UALB3U-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

STUDENT AND ACADEMIC SERVICES

Part 2: Description

Overview: This module aims to equip students with the knowledge and expertise to take their projects forward after graduation.

Educational Aims: This module, shared by postgraduate students in the Screen subject area, provides a short, intense introduction to the requirements of successfully launching a creative or business project in the screen industries. The module content develops from the knowledge and skills acquired by students in the previous shared module, 'Entrepreneurship in the Creative Economy'. Every screen idea, creative project or new enterprise must meet current standards within the film business environment.

Outline Syllabus: Areas covered in this module include:

Market research

Fundraising

Sustainability

Intellectual Property

Ethics

Budgeting

Teaching and Learning Methods: This module is delivered through a series of workshops, lectures, seminars, and small group tutorials. Further one-on-one consultations and Q & A sessions with industry professionals supplement the learning and ground it in the realities of the screen industries. Learning is supported by other online materials via Blackboard.

In seminars with other students from across the Screen disciplines, students will test and articulate their creative and business ideas.

Part 3: Assessment

Assessment will be through a portfolio and pitch presentation, in which students individually present an original creative or entrepreneurial project in the form of a business proposal, demonstrating full knowledge of the sector requirements in the screen industries.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component B	✓	50 %	Portfolio of documents relating to individual project proposal (3000-3500 words).
Presentation - Component A		50 %	Oral Presentation (5 minutes)
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component B	✓	50 %	Portfolio of documents relating to individual project proposal (3000-3500 words).
Presentation - Component A		50 %	Individual presentation of project proposal, with illustrated talk of not more than five minutes.

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>undertake the research and preparation of a business proposal within the context of the screen industries, with sector knowledge of issues including budget/forecast, IP, ethics and potential sources of regional, national and international financing.</td> <td>MO1</td> </tr> <tr> <td>demonstrate an ability to present and pitch their creative and business ideas, based on a broad knowledge of the requirements and conventions of project development in the screen industries.</td> <td>MO2</td> </tr> <tr> <td>undertake a sustainability audit of a screen industry project proposal.</td> <td>MO3</td> </tr> <tr> <td>write, critically evaluate and redraft their own business proposal, using the concepts and terminology current within the screen industries.</td> <td>MO4</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	undertake the research and preparation of a business proposal within the context of the screen industries, with sector knowledge of issues including budget/forecast, IP, ethics and potential sources of regional, national and international financing.	MO1	demonstrate an ability to present and pitch their creative and business ideas, based on a broad knowledge of the requirements and conventions of project development in the screen industries.	MO2	undertake a sustainability audit of a screen industry project proposal.	MO3	write, critically evaluate and redraft their own business proposal, using the concepts and terminology current within the screen industries.	MO4						
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://rl.talis.com/3/uwe/lists/7FB0C13C-249B-C4AF-FB0F-C91E18B6B407.html?draft=1&lang=en-GB&login=1</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Screen Business [Sep][FT][Bower][1yr] MA 2020-21</p> <p>Screen Production (Screenwriting) [FT][Bower Ashton][1yr] MA 2020-21</p> <p>Screen Production (Documentary) [Sep][FT][Bower][1yr] MA 2020-21</p>	