

**CDA4 Programme Design Template  
Module specification (with KIS)**



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Leadership and Media Production Project				
Module Code	UMODE3-60-M	Level	M	Version	1
Owning Faculty	FBL	Field	Organisation Studies		
Contributes towards	MA Leadership and Media Production Management				
UWE Credit Rating	60	ECTS Credit Rating	30	Module Type	Project
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	January 2014		Valid to		

<b>CAP Approval Date</b>	27/6/13
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>act independently in undertaking a relevant media production project, demonstrating effective leadership, organisational and management skills;</li> <li>conduct research into leadership, production management and media issues either individually or as part of a group through research design, data collection, analysis, synthesis and reporting;</li> <li>solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving media production problems;</li> <li>critically evaluate new information, concepts and evidence from a range of sources; selecting and synthesising to achieve professional outcomes;</li> <li>demonstrate the ability to reflect critically on the application of theory to practice in complex media environments</li> </ul> <p>In addition the educational experience may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> <li>the ability to deal with complex ethical and professional issues and make informed judgements on issues not addressed by current legal and/or ethical</li> </ul>

	<p>codes or practices.</p> <ul style="list-style-type: none"> <li>evidence of an entrepreneurial approach through undertaking a media production project</li> </ul>
Syllabus Outline	<p>Students will be required to undertake an extensive independent media production project in consultation with academic tutors and, where applicable, with workplace mentors. The project will focus on an agreed aspect of media production management and where feasible will be undertaken in collaboration with external organisations using the university's established external networks or the student's own workplace contacts.</p> <p>In undertaking their projects students are encouraged to collaborate with those studying other appropriate postgraduate programmes (such as MA Documentaries and Features), to demonstrate their ability to lead and manage teams to deliver a substantial project effectively. This will provide an opportunity for students to enhance their skills of inter-professional working and project planning.</p> <p>The specific focus of the project will be determined by the student in consultation with tutors but it must draw on the theories and concepts learnt during the Masters programme. In doing so it must enable the students to demonstrate that they have met the module learning outcomes. The project should address an identified need or problem and the student is expected to design and execute appropriate postgraduate level research to underpin the project.</p> <p>The final project may be presented as an extensive written research report or may take the form of a media output accompanied by a production folder which charts the development and management of the project and the role taken by the student. Either format must be accompanied by a critical reflection which discusses the supporting academic underpinning and learning achieved.</p>
Contact Hours	The scheduled contact hours will be approximately 24 hours encompassing all teaching activity as outlined below.
Teaching and Learning Methods	<p>A limited programme of lectures covers relevant methods of enquiry and theories of learning and critical reflection. The bulk of teaching and learning is through individual supervision of projects by tutors and other staff.</p> <p>Specialist master classes, workshops, training visits and work shadowing will form part of the teaching and learning for the module if appropriate. Full details of these specific opportunities will be dependent on input from external organisations and so may change for each cohort.</p> <p><b>Scheduled learning</b> may include lectures, seminars, tutorials, project supervision, workshops, fieldwork, external visits = 24 hours  <b>Independent learning</b> includes hours engaged with essential reading, project preparation, research and completion = 576 hours</p>
Key Information Sets Information	Not required.
Reading Strategy	<p>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's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.</p> <p>Students will be directed towards the library's study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.</p> <p>The following list is provided for validation panels/accrediting bodies as an indication of</p>

	<p>the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on what to read will be available via other, more frequently updated mechanisms.</p>
Indicative Reading List	<p>The following list is offered to provide the validation panels with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on readings and viewing will be available via other more frequently updated mechanisms.</p> <p><b>Indicative reading</b>  Alasuutari, P., Bickman, L. and Brannen, J. (eds) (2008) <i>The SAGE Handbook of Social Research Methods</i> London: Sage</p> <p>Easterby-Smith, M., Thorpe, R. and Jackson, P. (2012) <i>Management Research</i> (4th ed.) London: Sage</p> <p>Levinson, L. (2010) <i>Filmmakers and Financing, Business Plans for Independents</i>, 6th ed. Oxford: Focal Press</p> <p>McIntyre, P. (2012) <i>Creativity and Cultural Production: Issues for Media Practice</i>. Basingstoke: Palgrave Macmillan</p> <p>Moon, J. A. (2007) <i>Critical Thinking: an Exploration of Theory and Practice</i>, London: Routledge,</p> <p>Raelin, J. A. (2008) <i>Work-based Learning: Bridging Knowledge and Action in the Workplace</i>, West Sussex: John Wiley &amp; Sons</p> <p>Rabiger, M. (2009) <i>Directing the documentary</i>. 5th ed. Oxford: Focal Press.</p> <p>Rosenthal, A. (2007) <i>Writing, Directing and Producing Documentary Films and Videos</i>. 4th ed. Carbondale: Southern Illinois University Press</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2009) <i>Research Methods for Business Students</i>. 5<sup>th</sup> ed. Harlow: Financial Times, Prentice Hall</p> <p>The University has also prepared some on-line learning material on research methods: <b>The Research Observatory</b>. Students can access the Research Observatory via the UWE home page- click on Learning and Teaching.</p>

<b>Part 3: Assessment</b>	
Assessment Strategy	<p>The summative assessment is as follows:</p> <p>Component A, 1: Project/Production Report 70%</p> <p>Component A, 2: Critical Reflection (3000 words) 30%</p> <p>The final project may be presented as an extensive written research report or may take the form of a media output accompanied by a production folder which charts the development and management of the project and the role taken by the student – 10,000 word equivalent.</p> <p>Additionally, students are required to submit a 3,000 word project evaluation which will enable them to demonstrate the acquisition of critical evaluation and reflective skills appropriate for the field of Media Production Management.</p> <p>These two elements will enable students to develop and demonstrate for the</p>

	purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.
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Identify final assessment component and element	<b>Component A1</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Project/Production Report	70%	
2. Critical Reflection	30%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1.n/a		

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Project/Production Report	70%	
2. Critical Reflection	30%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1.n/a		
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.		