



Module Specification

Leadership and Media Production Project

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Part 1: Information

Module title: Leadership and Media Production Project

Module code: UMODE3-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Organisation Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

The ability to deal with complex ethical and professional issues and make informed judgements on issues not addressed by current legal and/or ethical codes or practices

Evidence of an entrepreneurial approach through undertaking a media

Outline syllabus: 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.

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.

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.

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.

Part 3: Teaching and learning methods

Teaching and learning methods: The scheduled contact hours will be approximately 24 hours encompassing all teaching activity as outlined below.

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.

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.

Scheduled learning may include lectures, seminars, tutorials, project supervision, workshops, fieldwork, external visits = 24 hours

Independent learning includes hours engaged with essential reading, project preparation, research and completion = 576 hours

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Act independently in undertaking a relevant media production project, demonstrating effective leadership, organisational and management skills

MO2 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

MO3 Solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving media production problems

MO4 Critically evaluate new information, concepts and evidence from a range of sources; selecting and synthesising to achieve professional outcomes

MO5 Demonstrate the ability to reflect critically on the application of theory to practice in complex media environments

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 576 hours

Face-to-face learning = 24 hours

Total = 600

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The summative assessment is as follows:

Assessment task 1: Project/Production Report 70%

Assessment task 2: Critical Reflection (3000 words) 30%

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.

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.

These two elements will enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

Assessment components:

Final Project (First Sit)

Description: Project/production report

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (First Sit)

Description: Critical reflection

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Final Project (Resit)

Description: Project/production report

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: Critical reflection

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study: