



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
<b>Highest Award</b>	MA Screen Business
<b>Interim Award</b>	PGCert Screen Business
<b>Interim Award</b>	PGDip Screen Business
<b>Awarding Institution</b>	UWE Bristol
<b>Teaching Institution</b>	UWE Bristol
<b>Delivery Location</b>	
<b>Study Abroad / Exchange / Credit Recognition</b>	Placement X Sandwich Year X Credit Recognition X Year Abroad X
<b>Faculty Responsible For Programme</b>	Faculty of Arts Creative Industries & Education
<b>Department Responsible For Programme</b>	ACE Dept of Creative & Cultural Industries
<b>Apprenticeships</b>	
<b>Mode of Delivery</b>	Full-time
<b>ENTRY REQUIREMENTS</b>	UCAS Tariff Points:  Undergraduate qualification of Upper Second or above in an associated field of study. For applicants whose first language is not English: a minimum grade of 6.5 overall on the British Council International English Language Test (IELTS), with 7.0 a preferred level.
<b>For Implementation From</b>	1 Sep 2020
<b>ISIS Code/s</b>	Programme Code P31L12-SEP-FT-BA-P31L  Other codes: JACS Business studies HECoS 100079: Business Studies UCAS SLC

## SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

### PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

#### 1. (Programme) Overview (c. 400 words)

The MA Screen Business is part of an integrated suite of taught postgraduate programmes in the Screen domain. Students on this course study alongside creatives in a wide range of areas, from documentary to wildlife to virtual reality. They are part of an expansive cohort of UWE Bristol postgraduate students building their futures in the screen industries.

Core study modules for MA Screen Business develop a theoretical understanding of the screen industries which is linked to a practical knowledge of businesses in the sector. The first semester module, 'Global Screen Industries', looks at company types across finance, production, distribution, and exhibition, and how technological change is creating new opportunities in international screen businesses. The second semester core module looks at how local and regional business hubs link directly to global structures, using Bristol's rapidly growing screen sector as a case study. Students' research will include study visits to renowned screen businesses in the region and a field trip to the Berlinale International Film Festival. In the final semester, Screen Business students undertake a major piece of individual research, with options for a collaborative dissertation with an outside organisation.

Alongside their core studies, MA Screen Business students share modules with other screen postgraduates. These include: 'Screen Criticism and Analysis', which is based on a festival of films across multiple forms; and 'Creative Enterprise and Entrepreneurship', which develops the skills that graduates require to launch start-up businesses in the screen sector.

#### 2. Educational Aims (c. 4-6 aims)

The MA Screen Business programme has an international outlook on the global screen industry, providing students with a broad knowledge of the digital screen economy.

The course develops students' entrepreneurial skills and the knowledge of the structures, requirements and conventions needed to succeed in a career in screen business.

Studying in detail the booming screen industries in the Bristol region, students learn about the new opportunities in this rapidly changing sector, in which small and regional screen enterprises integrate directly into the international structures of screen finance, production and distribution.

The course delivers learning in key new features of the screen economy, including a core principle of sustainability: students will develop an understanding of Screen Business in the context of a carbon neutral economy, drawing closely on UWE's participation in BAFTA's Albert Education Partnership.

#### 3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)

## PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

### Programme (Learning) Outcomes (POs)

#### Programme Learning Outcomes

PO1	On successful completion students will be able to evaluate current trends in regional, national and international screen business.
PO2	Students will be able to deploy their knowledge of current value systems based on creative, cultural and economic worth to their production of original concepts in screen business. They will synthesise their understanding of key factors affecting businesses in the screen industries.
PO3	Students will be able to demonstrate advanced knowledge of cultural, technological developments in the screen sector.
PO4	Students will be able to think critically and creatively in the analysis of screen content and the screen industry.
PO5	Students will demonstrate a command of the skills and processes required to found a start-up business within the screen sector. They will be able to apply knowledge of the institutional and regulatory environment to their own business proposals.
PO6	Students will be able to conduct research into screen business issues either individually or as part of a team through research design, data collection, analysis, synthesis and reporting. Their research skills will include the ability to apply theoretical understanding of concepts to practical issues within the screen industries.
PO7	Students will be able to apply their knowledge of major issues and debates within the cultural and creative industries.

## PART B: Programme Structure

### 1. Structure

#### Year 1

#### Year 1 Compulsory Modules

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UALB3U-15-M	Developing a Screen Business Concept for the Marketplace 2020-21	15	Compulsory
UALB3S-15-M	Entrepreneurship in the Creative Economy 2020-21	15	Compulsory
UALB3Q-60-M	Final Project 2020-21	60	Compulsory
UALAYV-30-M	Global Screen Industries 2020-21	30	Compulsory
UALB3R-15-M	Issues and Debates in the Creative and Cultural Industries 2020-21	15	Compulsory
UALAYW-30-M	Regional, National and International Screen Industries: A Case Study of Bristol 2020-21	30	Compulsory
UALB3T-15-M	Screen Criticism and Analysis 2020-21	15	Compulsory

### **PART C: Higher Education Achievement Record (HEAR) Synopsis**

Students successfully passing the course will have developed an advanced knowledge of the screen industries. They will have researched the macro and micro economic realities of screen businesses operating in the development, production and exhibition of screen products. They will have studied individual businesses in the Bristol screen hub and will understand the relationships between regional, national and international structures of the industry. Graduates will have skills in evaluating screen business proposals and will have developed their own business plans; their knowledge of the screen industries will equip them for the challenging environment faced by enterprises in the field.

### **PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS**

### **PART E: REGULATIONS**

Approved to University Regulations and Procedures  
<https://www1.uwe.ac.uk/about/departmentsandservices/professionalservices/studentandacademicservices/regulationspoliciesquality/regulationsandprocedures.aspx>