



Programme Specification

Film and Television Industries [Bower]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Film and Television Industries [Bower]

Highest award: MA Film and Television Industries

Interim award: PGCert Film and Television Industries

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Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Creative & Cultural Industries, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 01 January 2023

Programme code: P31L12

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: 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.

Educational 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.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

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

Year 1

The student must take 180 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 180 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UALB3U-15-M	Developing a Screen Business Concept for the Marketplace 2022-23	15
UALB3S-15-M	Entrepreneurship in the Creative Economy 2022-23	15
UALAYV-30-M	Global Screen Industries 2022-23	30
UALB3R-15-M	Issues and Debates in the Creative and Cultural Industries 2022-23	15
UALAYW-30-M	Regional, National and International Screen Industries: A Case Study of Bristol 2022-23	30
UALB3T-15-M	Screen Criticism and Analysis 2022-23	15
UALB3Q-60-M	Screen Research Final Project 2022-23	60

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>