

BSc Top- up 3<sup>rd</sup> year Media and Creative Business

1 Qualification	2 Programme title	3 UCAS Code	4 Programme type
Bachelor of Science (Hons)	Media and Creative business		Modular Major Full time Part time
<b>4 Main purpose and distinctive features of the programme</b>			
<p>To provide students with knowledge on business in the media, creative and digital industries, a good understanding of e-Business and the place of creative business in the current environment</p> <p>To provide students with transferable skills for employment in a media and creative industries context or for postgraduate study (when taken as a Single or Major Programme)</p> <p>To permit students to enter employment in a broader context of business related to media and creative industries or to undertake further study (when taken as a Joint) or to further a career in education</p>			
<b>5 What a graduate should know and be able to do on completion of the programme</b>			
<p>(a) Knowledge and understanding of the subject</p> <p>Demonstrate understanding of concepts and principles</p> <p>Describe the current status of the media, creative and digital industries</p> <p>Explain current issues and trends</p> <p>Discuss approaches to and methods for development, delivery and support of media ideas and projects</p> <p>Identify sources of information in relation to current status and future developments of the media, creative and digital industries.</p>		<p>(b) Subject specific practical and professional skills</p> <p>Design and develop ideas and projects for the media, creative and digital industries</p> <p>Support and manage change of a creative business environment using a variety and range of tools and techniques</p> <p>Undertake research in an area of the media, creative or digital industries</p> <p>Make sound professional judgements that are sensitive to legal, social and ethical factors in the field</p> <p>Apply subject specific knowledge and understanding to creative business situations</p>	
<p>(c) Cognitive skills in the context of the subject</p> <ul style="list-style-type: none"> <li>• Independent learning, enquiry, research and citation</li> <li>• Analysis, reflection and critical review and evaluation</li> <li>• Problem stating and problem solving</li> <li>• Conceptualisation and model building</li> </ul>		<p>(d) Other skills e.g. key/transferable developed in subject or other contexts</p> <ul style="list-style-type: none"> <li>• Expression, communication and interpersonal skills</li> <li>• Numeracy and quantitative skills</li> <li>• Capacity to learn and investigate</li> <li>• Self development <ul style="list-style-type: none"> <li>• Ability to work in appropriate working environment</li> </ul> </li> </ul>	
<b>6 Qualities, skills and capabilities profile</b>			
<p>(a) Cognitive</p> <ul style="list-style-type: none"> <li>• Analysis</li> <li>• Numeracy</li> <li>• Conceptualisation</li> <li>• Theoretical problem solving</li> <li>• Understanding of concepts and theories</li> </ul>		<p>(b) Practical</p> <ul style="list-style-type: none"> <li>• Investigate and undertake research</li> <li>• Analyse, evaluate and make judgements</li> <li>• Solve problems</li> <li>• Build conceptual models</li> </ul>	
<p>(c) Personal and Social</p>		<p>(d) Other</p>	

<ul style="list-style-type: none"> <li>• Develop and motivate self</li> <li>• Work with others and respect their views</li> <li>• Manage change</li> <li>• Undertake life long learning</li> </ul>	<ul style="list-style-type: none"> <li>• Work in a professional and ethical manner                         <ul style="list-style-type: none"> <li>• Be environmentally aware</li> </ul> </li> </ul>	
<p><b>7 Duration and structure of programme/modules of study/credit volume of study units</b></p> <p>1 years full time OR 2.5 years part time                      Top-up Honours degree = 120 credits;                      Students will study the core modules, and select an additional 40 credits from the option modules as advised by their Programme Leader. Modules to be studied depend on the individual student's prior learning.</p>		
<b>Part 3</b>	<b>Level 3 modules</b>	<b>Type</b>
	Project (Double)	Core
	ICT for Strategic Advantage	Core
	Organisational Strategy and Planning	Option
	Project Management and Control	Option
	Innovation and Ideas Generation	Core
	E-Marketing for Product Promotion	Option
	Finance for Non-Finance Managers	Option

<p><b>9 Learning, Teaching and Assessment Strategy</b></p> <p><b>Learning and Teaching methods</b></p> <ul style="list-style-type: none"> <li>Lectures, practical work, directed reading, research and study, independent reading and research, tutorials, seminars, case studies, small projects</li> </ul> <p><b>Assessment methods</b></p> <ul style="list-style-type: none"> <li>Linked to the learning outcomes of each module</li> <li>Will include essays, practical work, presentations, reports, examinations (unseen, seen, case study based), project</li> </ul> <p><b>Assessment Classification System</b></p> <ul style="list-style-type: none"> <li>Pass mark for any one assessment vehicle is 40%</li> <li>All module assessments must be passed to a minimum standard</li> </ul> <p><b>Final Degree Classification</b></p> <ul style="list-style-type: none"> <li>This is based on the aggregate performance in 6 modules and other profile information for marginal candidates</li> </ul> <p><b>Honours Classification bands</b></p> <p>Note that marginal criteria operate within final 2% of each band category</p> <p>70% + = First Class          60 – 69% = Upper Second Class          50 – 59% = Lower Second Class          40 – 49% = Third Class          35 – 39% = Borderline Fail          &lt; 35% = Fail</p>	<p><b>10 Other Information</b></p> <p><b>Date programme first offered</b>          2008 (First Full cohort will be September 2008)</p> <p><b>Admission Requirements</b>          Any one of:</p> <ul style="list-style-type: none"> <li>Relevant foundation degree or equivalent</li> </ul> <p>Special consideration will be given to mature applicants aged 21 or over, without the above qualifications, who <b>have relevant work/life experience</b></p> <p><b>Indicators of Quality and Standards</b></p> <ul style="list-style-type: none"> <li>External examiner monitoring and reporting</li> <li>Internal monitoring and review processes</li> </ul>
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All module specifications can be found on [http://www.bolton.ac.uk/academicaffairs/view\\_modulelist.asp?sort=code](http://www.bolton.ac.uk/academicaffairs/view_modulelist.asp?sort=code) web site