UNIVERSITY OF BRADFORD:
Postgraduate Programme specification
School of Management, Faculty of Management and Law with
School of Media, Design and Technology, Faculty of Engineering
and Informatics
Programme title: MSc Media and Entrepreneurship

| Awarding and teaching institution: | University of Bradford |
| Final award and interim award(s): | MSc  [Framework for Higher Education Qualifications level 7] |
| | PGDip  [Framework for Higher Education Qualifications level 7] |
| | PGCert  [Framework for Higher Education Qualifications level 7] |

| Programme title: | Media and Entrepreneurship |
| Programme approved / accredited by: | QAA Master’s degree in Business and Management (2007) |
| Relevant subject benchmark statement(s): | |
| FHEQ Level: | 7 |
| Duration: | 1 Year (full-time) |
| UCAS code: | |
| Date produced: | May 2013 |
| Last updated : | 13\textsuperscript{th} November 2014 |

Introduction

Media and media production are advancing at great speed and experiencing previously unknown rates of innovation. The industry needs postgraduates and entrepreneurs who can operate in an innovative and rapidly changing environment. This exciting interdisciplinary MSc programme equips forward thinking graduates with skills that are in high demand by combining entrepreneurship and advanced understanding of media theory and practice. It provides you with a unique bundle of skills and knowledge that enable you to be more enterprising and innovative in your future career in media, either as an entrepreneur in your own business or as a media professional in large organisations.

The MSc builds on our expertise at Bradford University School of Management and the School of Media, Design and Technology. Students will benefit from strong partnerships with leading media organisations and an enterprise business centre that will provide practical help in setting up your own creative business. The MSc in Media and Entrepreneurship
enables you to advance your specialist knowledge of media, learn how to identify opportunities and turn ideas into reality.

You will be taught the fundamentals of business as well as how to identify, commercialise and protect enterprising ideas and innovations. The capstone of the MSc is an Entrepreneurship Project which is a practical exercise in bringing an idea to market supervised by experts from the School of Media, Design and Technology and from the School of Management. Learning objectives for the Entrepreneurship Project are negotiated to suit your individual needs and interests. Whether you are looking to set up your own business or have ambitions to be an innovative media professional in a large organisation, the MSc in Media and Entrepreneurship will set you apart.

The programme is one of a suite of ‘Entrepreneurship Science and Technology’ programmes that is offered by the University, linking Management and Entrepreneurship with Media, Design and Technology, Electrical Engineering and Computer Science, and Life Sciences. You will benefit from working with students from other disciplines which will engender creativity, cross-fertilisation of ideas and testing of concepts from alternative viewpoints. On graduation from this programme you will be able to apply your new knowledge and skills in a wide range of business and entrepreneurial environments.

The programme is commensurate with the UK QAA Benchmark for a Type 1 specialist Master’s degree in business and management and is suitable for students from a wide range of backgrounds with first degrees that include study of media from a recognised higher education institution or equivalent professional qualifications and relevant work experience. Structured in three distinct stages (see below for further details) the programme represents 1800 hours of study or 180 UK credits, necessary for the award of a Master’s degree.

Programme Aims

This programme is intended to:

A1. Develop you as an enterprising professional with a sound understanding of new businesses and new organisations, and the external and internal contexts within which they operate

A2. Help you to develop competences to realise your entrepreneurial ambitions and act as an “agent for change” either as an entrepreneur or as an enterprising employee, who understands the functions and environment of organisations and can shape the media agenda

A3. Develop industry and professional standard skills in media production, planning and analysis to enable you to pursue an entrepreneurial career grounded in the media industries

A4. Develop personal transferable skills to enable you to work co-operatively, constructively and effectively so that you can encourage innovation in business or academic environments

A5. Develop your reflective skills to enable you to reflect on your own performance and the impact of your actions in order to manage your own professional development.

Programme Learning Outcomes

When you have successfully completed the programme you will be able to:

Explain the context in which organisations conduct their business and how the business environment influences entrepreneurial decision making in the media sector nationally and internationally (PGC 2&3, PGD, MSc)

LO1. Demonstrate a critical and detailed awareness of the functional activities of a business and the difficulties and management complexities that arise because of the interrelationships that exist between them (PGD, MSc)
LO2. Explain and critically evaluate the key issues in establishing, financing and sustaining new ventures in the media sector (PGD, MSc)

LO3. Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of entrepreneurial opportunities (PGD, MSc)

LO4. Design, conduct and manage research into a range of business and management issues/activities to inform the development of a business venture (PGD, MSc)

LO5. Identify issues and opportunities in the media sector and develop solutions to complex problems through innovation and the application of appropriate theoretical models, frameworks and decision support techniques (PGC 1&3, PGD, MSc)

LO6. Critically evaluate media theory and media content to current practice in the sector (PGC 1, PGD, MSc)

LO7. Employ advanced production planning techniques to meet industry and professional standards (PGD, MSc)

LO8. Produce broadcast standard media content using single-camera video edited using non-linear techniques (PGD, MSc)

LO9. Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients (PGC 1,2&3, PGD, MSc)

LO10. Develop the knowledge and skills required to innovate and act entrepreneurially through critical self-awareness, networking and reflective practice (PGC 2&3, PGD, MSc)

LO11. Work co-operatively and effectively within a cross-disciplinary team to creatively develop and evaluate original entrepreneurial ideas (PGC 2&3, PGD, MSc)

LO13. Demonstrate an in-depth and rigorous understanding of the subject of your entrepreneurship project (MSc)

LO14. Identify and critically evaluate the key issues for entrepreneurship in your subject area (MSc)

LO15. Formulate strategies for successful research and implementation of an innovative or entrepreneurial idea that is relevant to the current context. (MSc)

LO16. Demonstrate the organising and project management skills to manage a large, complex task. (MSc)

LO17. Identify and collect relevant data, analyse them rigorously and communicate findings effectively. (MSc)

Curriculum

The Master’s degree in Media and Entrepreneurship develops advanced skills in media along with an understanding of management that enables you to act entrepreneurially. The first stage in Semester 1 emphasises advancing knowledge of media production along with developing a broad understanding of key areas of management. In the second stage, Semester 2, you will take a further module exploring the current issues and debates in the digital media sector alongside three compulsory modules in entrepreneurship, innovation and intellectual property.

The core module in Entrepreneurship Issues and Context runs throughout the year to develop advanced problem solving skills and understanding of real issues in an entrepreneurial context. This module underpins all the other subjects and provides opportunities to work together with entrepreneurship students from other disciplines, supporting you to develop practical skills, such as problem solving, presenting, project management, collaboration, communication and research. The module will help you to
understand real world issues from an entrepreneurial perspective and will prepare you for your Entrepreneurship Project. The training introduces you to the methods, tools and techniques of business research and project management so that you are able to design, define, scope and plan your Entrepreneurship Project. Entrepreneurship Issues and Context is a 30 credit module and runs across all semesters but the assessment demands increase through the year with 10% of the assessment in Semester 1, 30% in Semester 2 and 60% in early Summer.

In the final part of the MSc programme you will be required to undertake a personal Entrepreneurship Project, jointly supervised by experts from the School of Management and School of Media, Design and Technology. The idea for the project will come from you, and your supervisors will help you to shape it into a manageable project. The project could include, for example, an original and in-depth investigation of an entrepreneurial idea or innovation, or a plan of how to turn an idea into a sustainable business. The project will be assessed on an individual basis and you will be able to negotiate individual objectives that are appropriate to you. The 40 Credit Entrepreneurship Project will represent approximately 400 hours of study time. On completion of this element of the programme you will have demonstrated the ability to conduct research into real entrepreneurial problems, to negotiate terms and to pitch ideas. Throughout the programme, you will be engaged with real companies, entrepreneurs and innovators.

Each 10 credit module represents approximately 100 hours’ study time of which typically 24 hours is contact time with the course tutor(s) and the remaining 76 hours is made up of reading, research, project work and assessment. Modules will be taught by School of Media, Design and Technology and School of Management staff, assisted by guest entrepreneurs, innovators and media specialists.

**Postgraduate Certificate [Level 7]**

Students are eligible for three different types of PG Certificate depending on the credits associated with the learning outcome they achieved at the exit of the programme.

In order to qualify for a PGC (1) in Media, you must pass modules totalling 60 credits or more but less than 120 credits in Media.

In order to qualify for a PGC(2) in Entrepreneurship, you must pass modules totalling 60 credits or more but less than 120 credits in Entrepreneurship.

In order to qualify for a PGC (3) in Media and Entrepreneurship, you must pass modules totalling 60 credits or more but less than 120 credits to include at least 30 credits from Entrepreneurship modules and 20 credits from Media modules.

**Postgraduate Diploma [Level 7]**

To be awarded the PG diploma you must achieve 120 credits including 60 credits in Media (EM) modules and the Entrepreneurship Issues and Context module with additional credits from the following core modules.

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Module Title</th>
<th>Type</th>
<th>Credits</th>
<th>Level</th>
<th>Study period</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN4154M</td>
<td>Finance and Accounting</td>
<td>Core</td>
<td>10</td>
<td>7</td>
<td>1, 2 and 3</td>
</tr>
<tr>
<td>MAN4146M</td>
<td>Marketing, Planning &amp; Strategy</td>
<td>Core</td>
<td>10</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>EM-4037D</td>
<td>Guerilla Filmmaking</td>
<td>Core</td>
<td>20</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>EM-4084D</td>
<td>Media Production Planning</td>
<td>Core</td>
<td>20</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>MAN4516J</td>
<td>Entrepreneurship Issues and Context</td>
<td>Core</td>
<td>30</td>
<td>7</td>
<td>1, 2 and 3</td>
</tr>
</tbody>
</table>
Masters [level 7]

To be awarded the MSc you must achieve 180 credits including all the core modules above and the module in the following table.

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Module Title</th>
<th>Type</th>
<th>Credits</th>
<th>Level</th>
<th>Study period</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN4517Q</td>
<td>Entrepreneurship Project</td>
<td>Core</td>
<td>40</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

The curriculum may change, subject to the University's programme approval, monitoring and review procedures.

Extra-Curricular Opportunities

Open seminars
Throughout the year, you will have the opportunity to attend seminars given by entrepreneurs and business leaders from a range of technology companies. Seminars will include an informal Q & A session and provide opportunities to meet and network with successful entrepreneurs. This will be a unique opportunity to learn from experienced practitioners and offer opportunities to reflect on how theory relates to practice.

Business experience
You will have the opportunity to visit University of Bradford business units to see how entrepreneurial activities operate within the University setting. In addition there will be opportunities to meet with the staff of University spin-out companies to see at first-hand how such companies were set up and operate. The School of Management has strong links with businesses locally and nationally, many of whom are involved in our Knowledge Transfer Networks. You will be encouraged to develop links with businesses and there may be opportunities to develop your entrepreneurship projects with such companies.

Developing networks
You will be encouraged to develop personal networks with: your peer group; other students in the School of Management, School of Electrical Engineering and Computer Science, School of Media, Design and Technology, and School of Life Sciences; staff involved in course delivery; and with external speakers and companies. Use of professional networking tools such as LinkedIn will be encouraged.

The Circular Economy
The University's re:centre provides support for business start-ups and is a global leader in developing the concept of the Circular Economy and Re-thinking the Future. You will be able to draw upon the resources of the re:centre and get involved in their programme of activities, which are supported by the Ellen MacArthur Foundation.

Teaching and Assessment Strategies

Teaching on the programme will be directed, supported and reinforced through a combination of formal lectures, staff/student led group discussions, personal research and guided self-study, tutorials, seminars and directed reading. These activities will all be further supported by the use of the University's virtual learning environment (VLE).
Generally, the programme will aim to integrate applied and theoretical knowledge with assessment processes that test both knowledge of the discipline and understanding of its application and limitations. To facilitate learning, lectures and seminars will often utilise case studies and simulations. Sessions may be delivered weekly or in blocks.

Workshops will provide you with opportunities for formative assessment and feedback to support you in the development of studies. Small Group sessions will use case studies and simulations with verbal feedback given in class. You will be guided to suitable primary and secondary data sources and be required to conduct research and presentation exercises. Resources to support the teaching and learning activity will be provided on the University’s VLE.

Project work is integral to the programme’s learning and assessment. The programme concludes with an in-depth individual research project focused on transferring and assessing the impact and implications of learning from the programme to real world concepts.

**Assessment**

The programme is summatively assessed by a mixture of written examinations, assessed coursework, case studies, group projects and multimedia presentations. Assessment is integrated with learning and teaching to support and demonstrate achievement of the learning outcomes for individual modules and the programme as a whole. Emphasis is placed on the feedback function of formative assessment as part of the learning, teaching and assessment strategy as a whole. Details of individual assessment mechanisms are provided in the module descriptors and the module handbooks.

Learning outcomes 1 and 2 are focused on developing knowledge and understanding of business and management as it relates to entrepreneurship. They are assessed by a mixture of individual and group pieces of coursework work.

Learning outcomes 3, 4, 5 and 6 are centred on developing subject specific skills in business and management issues relevant to entrepreneurship. They are assessed by a mixture of closed book examinations and individual pieces of coursework and group work, including multimedia presentations.

Learning outcomes 7, 8 and 9 focus on developing subject specific skills and advanced understanding of the media sector. They are assessed by individual and group assignments including the production of a film portfolio.

Learning outcomes 10, 11 and 12 are targeted on the personal and transferable skills that are so important to employability, such as communication, practical creativity and self-awareness. They are assessed by a mixture of individual coursework, group coursework, individual and group presentations, examination and individual coursework.

Learning outcomes 13 through 17 are specific to the MSc programme and are associated with the entrepreneurship project. They are assessed by a presentation and individual written piece of work. The dissertation is considered to be a capstone module assessing all learning outcomes.

**Assessment Regulations**

This Programme conforms to the standard University Assessment Regulations for Postgraduate Programmes which are available at the following link: [http://www.bradford.ac.uk/agpo/ordinances-and-regulations/](http://www.bradford.ac.uk/agpo/ordinances-and-regulations/)

However, there is one exception to these regulations as listed below:

1. On completion of the taught element of the programme and at the Interim Exam Board, a student who has 50 credits or more requiring supplementary assessment will not be permitted to proceed to the dissertation stage of the programme. The
decision to allow progression will only be reconsidered at the Supplementary Exam Board.

Admission Requirements

The University welcomes applications from all potential students regardless of their previous academic experience; offers are made following detailed consideration of each individual application. Most important in the decision to offer a place is our assessment of a candidate’s potential to benefit from their studies and of their ability to succeed on this particular programme. Entrance requirements for each programme will vary but consideration of your application will be based on a combination of your formal academic qualifications and other relevant experience.

If you have prior certificated learning or professional experience which may be equivalent to parts of this programme, the University has procedures to evaluate this learning in order to provide you with exemptions from specified modules contained within the curriculum. Please talk to us if you do not fit the standard pattern of entry qualifications.

We are continually reviewing and developing our practices and policies to make the University more inclusive, but if you are disabled we may need to make some adjustments to make sure that you are not disadvantaged. We would advise you to contact the programme leader before you apply to discuss these.

Normal entry requirements for this programme are as follows:

A good first degree, or equivalent overseas qualification, that includes study of media from a recognised higher education institution. Applicants with recognised equivalent professional qualifications and relevant work experience will also be considered.

As the programme is delivered entirely in English, applicants must be able to demonstrate proficiency in the English language. All students must satisfy the School of Management’s English language requirements for admission.

All admissions decisions align with the UoB policies and UK statute that oppose discrimination on any grounds relating to your nationality, ethnicity, gender, religion, age, disability or sexual orientation. The only criteria for admissions decisions are academic and language-based. The School encourages applications from candidates of academic merit for whom some financial support would facilitate participation in our programmes. Applications for financial support are made separately to applications for admission.

Learning Resources

The JB Priestley Library on the city campus and our specialist library in the School of Management provide a wide range of printed and electronic resources to support your studies. We offer quiet study space if you want to work on your own, and group study areas for the times when you need to discuss work with fellow students. Subject librarians for each School provide training sessions and individual guidance in finding the information you need for your assignment, and will help you organise your references properly.

Student PC clusters can be found in both our libraries and elsewhere on the campus. Many of these are open 24/7. You can also use the University's wireless network to access the internet from your own laptop. Most of our journals are available online (both on and off campus), and you can also access your University email account, personal information and programme-related materials this way.

Staff are on hand during the daytime to help you if you get stuck, and there is a 24/7 IT helpline available.

All the “Entrepreneurship Science and Technology” programmes will have access to the re:centre, which was opened in August 2013. The re:centre is based in a unique building at the heart of the main campus providing a flexible learning environment that promotes
innovative thinking about the businesses of the future, encouraging collaborative learning and cross fertilisation of ideas.

The School of Management has excellent library and IT facilities in the Learning Resource Centre situated on the Emm Lane Campus. You will also have access to the School of Engineering and Informatics’ excellent computing facilities with in excess of 450 PCs for student use, available 24 hours a day. Within the School of Media, Design and Technology, we have extensive equipment available for your use, which includes high-spec PC and MAC editing suites, a Motion Capture Studio, Stop-motion camera equipment and TV studios. The loans counter enables you to borrow a range of high-end media equipment (still cameras, video equipment, sound recording equipment and mobile devices etc). Web-space and a range of specialist software are also provided for students.

We make extensive use of the University’s VLE giving ready access to guided learning materials at all times whether on or off campus. The School of Management’s Effective Learning Service is available to all students and it is especially valuable to students studying in the UK for the first time.

**Student Support and Guidance**

**Programme Team**

Support for you personally and in your programme of study, will be provided both by the University and the Programme Team. You will be allocated a personal tutor who is someone with whom you will be able to talk about any academic or personal concerns. The School will ensure that there is someone available with whom you feel comfortable to help and support you. You will be provided with a comprehensive series of handbooks that you can consult on a range of learning issues and your programme tutors will be available to consult on subject specific queries.

**Students’ Union**

We value the feedback provided by students and collaborate with the Students’ Union, through a system of student representatives and formal staff student liaison committees, so that any issues you wish to raise are addressed rapidly.

The Students Union provide professional academic representation and advice. The Students’ Union and the University of Bradford work in partnership to provide confidential counselling and welfare services where you can get help with any aspect of your personal or academic life. Student Financial and Information Services (part of the Hub) will provide you with information about a diverse range of issues such as council tax, personal safety and tourist information. International Students can access a range of additional advice and support services through the Student’s Union.

**Employability and Career Development**

The University is committed to helping students develop and enhance their employability profile, commitment towards a career pathway(s) and to implementing a career plan.

Professional career guidance and development support is available throughout your time as a student and as a graduate from Career Development Services. The support available from Career Development Services includes a wide range of information resources, one to one appointments, a weekly workshop programme, a mentoring programme, graduate recruitment and careers fairs, plus information and help to you find part time work, summer work placements, internship programmes and graduate/postgraduate entry vacancies. In addition, some students will receive seminars and workshops delivered by Career Development Services as part of their programme of study. All students are encouraged to access Career Development Services at an early stage during their studies and to use the extensive resources available on their web site [www.careers.brad.ac.uk](http://www.careers.brad.ac.uk).
Career Development Services annually undertakes a survey of all postgraduates to find out their destination six months after graduation. The survey gathers data on the employment and further study routes graduates have entered and a range of other information including job roles, name and location of employers, salary details etc. The survey findings for each programme of study are presented on the programme information pages on the University website and via Career Development Services’ website [www.careers.brad.ac.uk](http://www.careers.brad.ac.uk).

The specific provision on this programme is to prepare you for management-type roles either in your own firm or in an organisation. The programme is very employment-focused and designed to build employability skills such as problem solving, presenting, project management, collaboration, communication and research. Indeed, the emphasis on collaborating with others to solve problems creatively, which is central to this programme, is at the heart of employability. This opens up a wide range of opportunities for career progression and development, in or out of entrepreneurship.

Discussing options with specialist advisers helps to clarify plans through exploring options and refining skills of job-hunting. In most of our programmes there is direct input by Career Development Advisers into the curriculum or through specially arranged workshops.

**Academic Skills Advice**

For postgraduate students on taught programmes who are looking to improve their marks during their time at university, study skills and maths advice is available to all regardless of degree discipline. Students can access a programme of interactive workshops and clinics which is delivered throughout the year. This is in addition to our extremely popular face-to-face guidance from our advisers, who also offer a wide range of online and paper based materials for self-study.

[http://www.bradford.ac.uk/academic-skills/](http://www.bradford.ac.uk/academic-skills/)

**Disability**

Disabled students will find a supportive environment at Bradford where we are committed to ensuring that all aspects of student life are accessible to everyone. The Disability Service can help by providing support, advice and equipment to help you get the most out of your time at Bradford. It is a place where you can discuss any concerns you may have about adjustments that you may need, whether these relate to study, personal care or other issues. For more information contact the Disability Service by phoning: 01274 233739 or via email: disabilities@bradford.ac.uk

**University policies and initiatives**

**Ecoversity**

Ecoversity is a strategic project of the University which aims to embed the principles of sustainable development into our decision-making, learning and teaching, research activities campus operations and lives of our staff and students. We do not claim to be a beacon for sustainable development but we aspire to become a leading University in this area. The facilities we create for teaching and learning, including teaching spaces, laboratories, IT labs and social spaces, will increasingly reflect our commitments to sustainable development. Staff and student participation in this initiative is crucial to its success and its inclusion in the programme specification is a clear signal that it is at the forefront of our thinking in programme development, delivery, monitoring and review. For more details see [www.bradford.ac.uk/ecoversity/](http://www.bradford.ac.uk/ecoversity/)

Further Information:

For further information, please check the University prospectus or contact Admissions.

The Admissions Office
The contents of this programme specification may change, subject to the University's regulations and course approval, monitoring and review procedures.
### Appendix 1: Curriculum map (Media and Entrepreneurship)

Notes: A= this outcome is formally assessed in the module  
S= this outcome is explicitly supported in the learning and teaching but is not formally assessed

<table>
<thead>
<tr>
<th>Module</th>
<th>LO1</th>
<th>LO2</th>
<th>LO3</th>
<th>LO4</th>
<th>LO5</th>
<th>LO6</th>
<th>LO7</th>
<th>LO8</th>
<th>LO9</th>
<th>LO10</th>
<th>LO11</th>
<th>LO12</th>
<th>LO13-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN4154M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4146M</td>
<td>A</td>
<td>S</td>
<td>A</td>
<td>S</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EM-4037D</td>
<td></td>
<td>S</td>
<td>A</td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EM-4084D</td>
<td></td>
<td></td>
<td>A</td>
<td>A</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4516J</td>
<td>S</td>
<td>A</td>
<td>A</td>
<td>S</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4284M</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EM-4058D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4302M</td>
<td>S</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4320M</td>
<td>A</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4517Q</td>
<td>S</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td></td>
<td></td>
<td></td>
<td>A</td>
<td>S</td>
<td>A</td>
<td>A</td>
<td></td>
</tr>
</tbody>
</table>

### Learning outcomes

**LO1.** Explain the context in which organisations conduct their business and how the business environment influences entrepreneurial decision making in the media sector nationally and internationally

**LO2.** Demonstrate a critical and detailed awareness of the functional activities of a business and the difficulties and management complexities that arise because of the interrelationships that exist between them

**LO3.** Explain and critically evaluate the key issues in establishing, financing and sustaining new ventures in the media sector

**LO4.** Synthesise and critically appraise emerging information and knowledge using quantitative and qualitative techniques to generate creative solutions to a range of entrepreneurial opportunities

**LO5.** Design, conduct and manage research into a range of business and management issues/activities to inform the development of a business venture

**LO6.** Identify issues and opportunities in the media sector and develop solutions to complex problems through innovation and the application of appropriate theoretical models, frameworks and decision support techniques

**LO7.** Critically evaluate media theory and media content to current practice in the sector

**LO8.** Employ advanced production planning techniques to meet industry and professional standards

**LO9.** Produce broadcast standard media content using single-camera video edited using non-linear techniques

**LO10.** Effectively communicate complex ideas clearly, both orally and in writing to a broad range of recipients

**LO11.** Develop the knowledge and skills required to innovate and act entrepreneurially through critical self-awareness, networking and reflective practice

**LO12.** Work co-operatively and effectively within a cross-disciplinary team to creatively develop and evaluate original entrepreneurial ideas
LO13. Demonstrate an in-depth and rigorous understanding of the subject of your entrepreneurship project.

LO14. Identify and critically evaluate the key issues for entrepreneurship in your subject area.

LO15. Formulate strategies for successful research and implementation of an innovative or entrepreneurial idea that is relevant to the current context.

LO16. Demonstrate the organising and project management skills to manage a large, complex task.

LO17. Identify and collect relevant data, analyse them rigorously and communicate findings effectively.

**Appendix 2: Assessment map**

<table>
<thead>
<tr>
<th>Module</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN4154M</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td>1. Examination (closed book)</td>
</tr>
<tr>
<td>MAN4146M</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td>2. Coursework (individual essay)</td>
</tr>
<tr>
<td>EM-4037D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>3. Coursework (group)</td>
</tr>
<tr>
<td>EM-4084D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>4. Presentation - individual</td>
</tr>
<tr>
<td>MAN4516J</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>5</td>
<td></td>
<td></td>
<td>5. Presentation - group</td>
</tr>
<tr>
<td>MAN4284M</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
<td>6. Presentation of films portfolio</td>
</tr>
<tr>
<td>EM-4058D</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>7</td>
<td></td>
<td></td>
<td>7. Project Analysis and Plan</td>
</tr>
<tr>
<td>MAN4302M</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8. Research project</td>
</tr>
<tr>
<td>MAN4320M</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4517Q</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Appendix 3: Teaching map**

<table>
<thead>
<tr>
<th>Module</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAN4154M</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>1. Lectures</td>
</tr>
<tr>
<td>MAN4146M</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>2. Staff-led small groups</td>
</tr>
<tr>
<td>EM-4037D</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>3. Workshops or practicals</td>
</tr>
<tr>
<td>EM-4084D</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>4. Guided Research</td>
</tr>
<tr>
<td>MAN4516J</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>5. Peer to Peer learning and development</td>
</tr>
<tr>
<td>MAN4284M</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EM-4058D</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4302M</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4320M</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAN4517Q</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>