MA Creative Enterprise
For students entering in 2017/8

Awarding Institution:	University of Reading
Teaching Institution:	University of Reading
Relevant QAA subject Benchmarking group(s):	Master's degrees in business and management, 2007
Programme length:	12 months
Date of specification:	05/Oct/2017
Programme Director:	Dr Adam O'Brien

Summary of programme aims

The programme is designed to equip graduates from a range of subject backgrounds with the knowledge and skills to embark on a career as an entrepreneur or manager within the creative sector. The shared modules aim to develop in individuals an integrated and critically aware understanding of entrepreneurship and management in the context of the creative industries. The specialist pathways exist to allow graduates with a creative specialism the opportunity to develop and enhance their technical and critical skills in film, art or communication design - thus strengthening their credentials as creative artists.

Transferable skills

Graduates will demonstrate a range of analytical and critical skills together with techniques specific to entrepreneurship and creativity. They should also demonstrate relevant personal and interpersonal skills. These include:
- being able to think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise;
- being able to solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving business problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions;
- the ability to conduct research into issues of entrepreneurship and creative management, either individually or as part of a team through research design, data collection, analysis, synthesis and reporting;
- using and presenting information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge;
- numeracy and quantitative skills including the development and use of relevant business models;
- effective use of ICT, e.g. for constructing business plans, or creative outputs.
- effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media
- high personal effectiveness: critical self-awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the ability to continue to learn through reflection on practice and experience
- effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others; team selection, delegation, development and management
- leadership and performance management: setting targets, motivating, monitoring performance and mentoring
- ability to recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations and choices.

Programme content

Shared Modules (for all pathways)

Code	Title	Credits	Level	Term
MMM087	Management in Creative and Cultural Industries	20	7	Spring
MMM110	Entrepreneurial Management for Creative Artists	20	7	Autumn

Plus 20 credits to be taken from the following:

Code	Title	Credits	Level	Term
MMM094(A)	Financing for Creative Entrepreneurship*	10	7	A, S
LWMTCC	Intellectual Property: Copyright and Designs**	10	7	Autumn
LWMTTT	Intellectual Property: Patents and Trademarks**	10	7	Spring
LWMTII	International and Comparative Intellectual Property Law**	10	7	

LWMTWB	Internet Law**	10	7	Autumn

*A 20 credit version of this module ('Financing for Entrepreneurship') can also be taken.
**If not selected, these modules can be taken as options on most of the pathways

Pathway Specific Modules

Communication Design
60 credits of taught modules:

Code	Title	Credits	Level	Term
TYMCEUC	User Centred Design Methods*	30	7	A, S, S
TYMCESI	Strategic Information Design*	30	7	A, S, S
Plus				
TYMPDS	Dissertation	60	7	S, S

*Includes a practical project.

Film
60 credits of taught modules, at least 40 credits to be drawn from:

Code	Title	Credits	Level	Term
FTMAE	Film Aesthetics	20	7	Autumn
FTMFP	Film Production	20	7	Autumn
FTMFC	Film and Moving Image Culture	20	7	Spring
FTMTM	Television and Visual Media	20	7	Spring
FTMWD	World Cinema	20	7	Autumn
FTMPF	Film Festivals and Film Programming	20	7	Spring
Plus				
FTMFDP	Dissertation or Practical Filmmaking Project or Film Programming	60	7	S, S

NB. Not all of the 20 credit Film can be guaranteed to be available in every year.

Art
60 credits of taught modules, at least 40 credits to be drawn from:

Code	Title	Credits	Level	Term
FAMAP	Art, Power, Politics	20	7	Spring
FAMMA	Mapping the Art World	20	7	Autumn
FAMSV	International Study Visit	20	7	Spring
Plus either				
FAMDA	Dissertation	60	7	S, S
Or				
FAMCA	Critical Art Practice	60	7	A, S, S

*If not already selected as one of the shared modules
**Students will need to secure a placement with a host institution to complete this module.
Part-time or modular arrangements
The programme may be studied part-time over two years.

Progression requirements
Assessment of taught modules in May/ June; re-sit failed modules in August/ September; submit Dissertation or Project by Friday of the second week of September, or one month thereafter if there are re-sits.

Students wishing to proceed to a higher degree by research should normally have obtained an average of 60% in the modules and at least 60% in the Dissertation or Project.

Summary of Teaching and Assessment

Teaching is organised in modules. The method of delivery varies among modules, especially in terms of the proportions of time allocated to lectures, seminars, case studies and practical work. All modules are assessed either partly or wholly via coursework. Final assessment may involve a written examination in the Summer Term.

Mark	Interpretation
70% - 100%	First class
60% - 69%	Upper Second class
50% - 59%	Lower Second class
40% - 49%	Third class
35% - 39%	Below Honours Standard
0% - 34%	Fail

For Master's Degrees

To pass the MA students must gain an average mark of 50 or more overall and have no mark below 40 in compulsory modules. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.

Students who gain an average mark of 70 or more overall including a mark of 60 or more for the project and have no mark below 40 will be eligible for a Distinction. Those gaining an average mark of 60 or more overall including a mark of 50 or more for the dissertation and have no mark below 40 will be eligible for a Merit.

For PG Diplomas

To pass the Postgraduate Diploma students must gain an average mark of 50 or more and have no mark below 40 in compulsory modules. In addition the total credit value of all modules marked below 40 must not exceed 30 credits and for all modules marked below 50 must not exceed 55 credits.

For PG Certificates

To pass the Postgraduate Certificate students must gain an average mark of 50 or more and have no mark below 40 in compulsory modules. In addition the total credit value of all modules marked below 40 must not exceed 10 credits.

Admission requirements

The University's criteria for admission to postgraduate taught programmes state 'that academic entry requirements to PGT programmes will normally include an undergraduate honours degree in the 1st or 2nd class range, or international equivalent, with degree qualifications equivalent to a UK 2.i or higher being preferred.'

Degrees can be in any discipline but applicants for the art and design methods pathways will be expected to demonstrate relevant academic and/or professional experience in the subject. For applicants whose first language is not English, proof of proficiency is required. References are also taken into account. Acceptance is at the discretion of the Programme Director.

Admissions Tutor: Programme Director will have responsibility for admissions

Support for students and their learning

University support for students and their learning falls into two categories. Learning support is provided by a wide array of services across the University, including: the University Library, In-sessional English Support Programme, the Study Advice and Mathematics Support teams and IT Services. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, School Senior Tutors, the Students' Union, the Medical Practice and the Support Centres. If a student has a general enquiry and is unsure where to seek help, they should visit their Support Centre. There are five Support Centres across the University, including one based at the London Road Campus. The Support Centre will be able to advise on matters such as extenuating circumstances, module selection, suspensions, withdrawals, timetable queries and transferring programme. The Support Centre will also be able to signpost students to Carrington building where other University services related to disability, financial support, counselling and wellbeing, accommodation and careers can be found. More information on what student services are available can be found here: http://student.reading.ac.uk/essentials.

Learning support also includes a student handbook containing full details of the programme structure and administration. Blackboard is used to manage teaching and learning and to monitor student progress. Both the School of Arts, Communication and Design and the Henley Business School have long experience in providing support for students in both academic development and in work-based learning.

Career prospects
Students who follow this programme will be expected to pursue entrepreneurial careers, either pursuing start-up opportunities on their own account, or in taking leading managerial roles in creative entrepreneurial firms. It is expected that many students will come from backgrounds with considerable exposure to small or medium sized enterprises within the creative sector. On completing their studies, these students will be able to apply the content from the programme and implement creative and commercial strategies for these firms.

Opportunities for study abroad or for placements
The programme does not have a formal placement element, but much of the coursework set will be based on practical, real world projects - often designed in conjunction with creative firms.

An international study visit is included in the 'Art' pathway, and may be selected as an optional module by students on most of the other pathways

Programme Outcomes

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Knowledge and Understanding

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A. Knowledge and understanding of:	**Teaching/learning methods and strategies**
1. The entrepreneurial process of taking a new business idea through to a start-up venture. 2. Most recent developments in academic and practitioner research in the creative industries. 3. Current thinking relating to the management of creative artists and intellectual property rights. 4. Financial management in the context of entrepreneurship and entrepreneurial firms. 5. The internationalisation process and the most significant issues relevant for creative enterprises.	A1-5. Formal lectures, guest lectures from invited entrepreneurs, discussions, individual and group presentation, group exercises, case studies, guided readings, and guidance on key sources of reference material. Feedback and guidance are important elements in formative assessment and complement an emphasis on self-study. Supported by blackboard VLE. *Assessment* Unseen examinations and coursework consisting of long essays, seminar presentations, project-work (group and individual).

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Skills and other attributes

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B. Intellectual skills - *able to:*	**Teaching/learning methods and strategies**
1. think critically and be creative: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise. 2. solve complex problems and make decisions: establish criteria, using appropriate decision-making techniques including identifying, formulating and solving business problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions 3. conduct research into entrepreneurship and creativity either individually or as part of a team through research design, data collection, analysis, synthesis and reporting 4. use information and knowledge effectively:	Students are frequently challenged in all teaching situations to complete logical arguments analyse problems and alternative entrepreneurial strategies. Long essays, debate, group work, and presentations provide the principal vehicle for developing intellectual skills. *Assessment* Unseen examinations and coursework, case study analysis and project work.

scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge
5. numeracy and quantitative skills including the development and use of relevant business models in producing business plans

C. Practical skills - *able to:*

1. Evaluate current theoretical and empirical research in the field of study
2. Evaluate the context for entrepreneurial decision making
3. Exercise critical judgement in assessing and/or producing creative works (eg. works of fine art, films, graphic designs)
4. use information and knowledge effectively: scanning and organising data, synthesising and analysing in order to abstract meaning from information and to share knowledge
5. numeracy and quantitative skills including the development and use of relevant business models in producing business plans

Teaching/learning methods and strategies

Students are required to undertake and understand a wide range of reading, both of specific references and through researching their own sources of information. Students on specialist pathways (art and design methods) also have the opportunity to undertake in depth studio-based practice module.

Assessment
Unseen examinations and coursework, case study analysis and project work.

D. Transferable skills - *able to:*

1. effective use of ICT
2. effective two-way communication: listening, effective oral and written communication of complex ideas and arguments, using a range of media
3. high personal effectiveness: critical self-awareness, self-reflection and self-management; time management; sensitivity to diversity in people and different situations and the ability to continue to learn through reflection on practice and experience
4. effective performance within team environments and the ability to recognise and utilise individuals' contributions in group processes and to negotiate and persuade or influence others; team selection, delegation, development and management
5. leadership and performance management, applying ethical and organisational values to situations and choices.

Teaching/learning methods and strategies

Communication, self-awareness, leadership and teamwork are all central to the entrepreneurial process and incorporated within the core modules. Additionally the live case study, Entrepreneurial Management for Creative Artists augments such transferable skills

Assessment
Assessment of transferable skills is incorporated at several points in the programme, notably in Entrepreneurial Management for Creative Artists.

Please note - This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in the module description and in the programme handbook. The University reserves the right to modify this specification in unforeseen circumstances, or where the process of academic development and feedback from students, quality assurance process or external sources, such as professional bodies, requires a change to be made. In such circumstances, a revised specification will be issued.