

Programme Specification

MA Creative Enterprise	PFTZMACEGNHM
MA Creative Enterprise (Art) (full-time)	PFTZMACEFAHM
MA Creative Enterprise (Art) (part-time)	PPTZMACEFAHM
MA Creative Enterprise (Communication Design) (full-time)	PFTZMACETYHM
MA Creative Enterprise (Communication Design) (part-time)	PPTZMACETYHM
MA Creative Enterprise (Film) (full-time)	PFTZMACEFTHM
MA Creative Enterprise (Film) (part-time)	PPTZMACEFTHM
MA Creative Enterprise (Theatre) (full-time)	PFTZMACETHHM
MA Creative Enterprise (Theatre) (part-time)	PPTZMACETHHM

For students entering in 2020/21

This document sets out key information about your Programme and forms part of your Terms and Conditions with the University of Reading.

Awarding Institution	University of Reading
Teaching Institution	University of Reading
Length of Programme	MA Creative Enterprise - 12 months MA Creative Enterprise (Art) (full-time) - 12 months MA Creative Enterprise (Art) (part-time) - 24 months MA Creative Enterprise (Communication Design) (full-time) - 12 months MA Creative Enterprise (Communication Design) (part-time) - 24 months MA Creative Enterprise (Film) (full-time) - 12 months MA Creative Enterprise (Film) (part-time) - 24 months MA Creative Enterprise (Theatre) (full-time) - 12 months MA Creative Enterprise (Theatre) (part-time) - 2 years
Accreditation	N/A
Programme Start Dates	September

Programme information and content

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, theatre, art or communication design – thus strengthening their credentials as professionals in the creative sector.

Module information

The programme comprises of 180 credits, allocated across a range of compulsory and optional modules. Compulsory modules are listed.

Compulsory modules

Module	Name	Credits	Level
MMM087	Management in Creative and Cultural Organisations	20	M
MMM110	Entrepreneurial Management for Creative Artists	20	M

PATHWAYS:

In addition to the Creative Enterprise compulsory modules above:

To qualify for MA Creative Enterprise (Communication Design)

In addition to the modules listed above students must take 60 credits from the list of modules related to **Communication Design**, as specified by the **School of Arts and Communication Design**, and a 60 credit dissertation module in a field related to **Communication Design**.

The remaining 20 credits will be made up of optional modules from a list provided by the **School of Art, Communication and Design**, including modules from **Henley Business School and the School of Law**.

To qualify for MA Creative Enterprise (Film)

In addition to the modules listed above students must take 60 credits from the list of modules related to **Film**, as specified by the **School of Arts and Communication Design**, and a module concerning a dissertation on **Film or a work of Film practice**.

The remaining 20 credits will be made up of optional modules from a list provided by the **School of Art, Communication and Design**, including modules from **Henley Business School and the School of Law**.

To qualify for MA Creative Enterprise (Art)

In addition to the modules listed above students must take either the 60 credit Dissertation or the 60 credit Critical Practice module.

Students should then choose a further 40 Art credits from a list provided by the **School of Arts and Communication Design**.

The remaining 20 credits will be made up of either optional modules **from a list of modules in Henley Business School and Law or a list of Art modules provided by the School of Arts and Communication Design**

To qualify for MA Creative Enterprise (Theatre)

*In addition to the modules listed above students must take 60 credits from the list of modules related to **Theatre**, as specified by the **School of Arts and Communication Design**, and a 60 credit module concerning a dissertation on **Theatre or a work of Theatre practice**.*

The remaining 20 credits will be made up of optional modules from a list provided by the School of Art, Communication and Design, including modules from Henley Business School and the School of Law.

Part-time or flexible modular arrangements

The programme can be taken part-time over two years. In the first year of study, a student will normally be required to complete optional modules totalling no less than 50 credits and no more than 90 credits. The programme may not be completed over more than two years.

Dissertation work may commence in the first year of study but the bulk of the work is normally undertaken in year two.

Additional costs of the programme

During your programme of study you will incur some additional costs. These vary in relation to your choice of modules and the materials you may choose to use for practical work and/or opportunities to engage with industry practice (e.g. exhibitions, festivals, performances and screenings).

For MA Creative Enterprise (Film): Module FTMFF Film Programming and Film Festivals runs in the Spring Term and usually includes a trip to a film festival in Europe. We advise students to join this trip on their own expenses, though this is not compulsory and has no bearing on their marks.

Costs are indicative and may vary according to optional modules chosen and are subject to inflation and other price fluctuations.

The estimates were calculated in 2019.

Optional modules

The optional modules available can vary from year to year. An indicative list of the range of optional modules for your Programme is set out in the Further Programme Information. Details of any additional costs associated with the optional modules, will be made available to you prior to the beginning of the programme. Entry to optional modules will be at the discretion of the University and subject to availability. Although the University tries to ensure you are able to take the optional modules in which you have expressed interest this cannot be guaranteed.

Teaching and learning delivery

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. Teaching may also include engagement with professional practice through collections, exhibitions, performance, screenings and other teaching methods as applicable to the pathways.

Total study hours for your programme will be 1800 hours. The contact hours for your programme will depend upon your module combination; a minimum for a typical set of modules on this programme is – 200 hours. In addition to your scheduled contact hours, you will be expected to undertake guided independent study.

Information about module contact hours and the amount of independent study which a student is normally expected to undertake for a module is indicated in the relevant module description.

Assessment

All modules are assessed either partly or wholly via coursework. Final assessment may involve a written examination in the Summer

Progression

Classification

The University's taught postgraduate marks classification is as follows:

Mark Interpretation

70 - 100% Distinction

60 - 69% Merit

50 - 59% Good standard (Pass)

Failing categories:

40 - 49% Work below threshold standard

0 - 39% Unsatisfactory Work

For Masters Degree

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 180 credits; and
- ii. a mark of 60 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 180 credits; and

- ii. a mark of 50 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 180 credits; and
- ii. a mark of 50 or more for the dissertation; and
- iii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iv. the total credit value of all modules marked below 40 must not exceed 30 credits.

For PG Diploma

To qualify for **Distinction**, students must

- i. gain an overall average of 70 or more over 120 credits; and
- ii. In addition, the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Merit**, students must

- i. gain an overall average of 60 or more over 120 credits; and
- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. students must not have any mark below 40.

To qualify for **Passed**, students must

- i. gain an overall average of 50 or more over 120 credits; and
- ii. the total credit value of all modules marked below 50 must not exceed 55 credits; and
- iii. the total credit value of all modules marked below 40 must not exceed 30 credits.

For PG Certificate

To qualify for a **Postgraduate Certificate**, students must

- i. gain an overall average of 50 or more over 60 credits; and
- ii. the total credit value of all modules marked below 40 must not exceed 10 credits.

For further information about your Programme please refer to the Programme Handbook and the relevant module descriptions, which are available at <http://www.reading.ac.uk/module/>. The Programme Handbook and the relevant module descriptions do not form part of your Terms and Conditions with the University of Reading.

MA Creative Enterprise for students entering in session 2020/21

6 August 2019

© **The University of Reading 2019**