## MODULE DESCRIPTOR

### Module Title

Managing In The Creative Industries

| Reference | BS1311 | Version | 5 |
|---|---|---|---|
| Created | March 2018 | SCQF Level | SCQF 7 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | June 2018 | ECTS Points | 7.5 |

### Aims of Module

To provide students with an understanding of management tools and concepts within the creative industries and to establish an awareness of strategic and commercial challenges related to the sector. This includes a live project element, enabling students to gain experience of working in teams to produce a creative solution in response to a brief.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

| 1 | Demonstrate an ability to work successfully as part of a team to produce a creative solution to a brief |
|---|---|
| 2 | Express creative ideas in a visual and verbal manner |
| 3 | Reflect on individual and team performance using relevant management and team development theory |

### Indicative Module Content

Managing in the Creative Industries is a general management module, where the content is delivered within a creative context. The module covers a range of relevant elements including: management techniques and models; leadership and motivation; team development; project management; risk and feasibility management; communication; evaluation and feedback.

### Module Delivery

Lectures will introduce the key concepts which underpin the module. Students work in groups to design an exhibition in response to a brief. Tutorial activities and labs are fully interactive and designed to facilitate the live project deliverables. Module content relates directly to the assessment and is supported by directed self study.

| **Indicative Student Workload** | | Full Time | Part Time |
| --- | --- | --- | --- |
| Contact Hours | | 33 | 33 |
| Non-Contact Hours | | 117 | 117 |
| Placement/Work-Based Learning Experience [Notional] Hours | | N/A | N/A |
| TOTAL | | 150 | 150 |
| *Actual Placement hours for professional, statutory or regulatory body* | | | |

## ASSESSMENT PLAN

*If a major/minor model is used and box is ticked, % weightings below are indicative only.*

### Component 1

| Type: | Coursework | Weighting: | 30% | Outcomes Assessed: | 1, 2 |
| --- | --- | --- | --- | --- | --- |
| Description: | Group Presentation | | | | |

### Component 2

| Type: | Coursework | Weighting: | 70% | Outcomes Assessed: | 1, 2, 3 |
| --- | --- | --- | --- | --- | --- |
| Description: | Individual Written Assessment | | | | |

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The Module is assessed by two components: C1 - Coursework - 30% weighting. C2 - Coursework - 70% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade: |
| --- | --- |
| **A** | At least 70% on weighted aggregate and at least 35% in each component |
| **B** | At least 60% on weighted aggregate and at least 35% in each component |
| **C** | At least 50% on weighted aggregate and at least 35% in each component |
| **D** | At least 40% on weighted aggregate and at least 35% in each component |
| **E** | At least 35% on weighted aggregate |
| **F** | Less than 35% on weighted aggregate |
| **NS** | Non-submission of work by published deadline or non-attendance for examination |

## Module Requirements

| Prerequisites for Module | None. |
| --- | --- |
| Corequisites for module | None. |
| Precluded Modules | None. |

## INDICATIVE BIBLIOGRAPHY

1   BODDY, D., 2016. *Management: an introduction.* 7th ed. London: Pearson.