ROBERT GORDON UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Managing In The Creative Industries

Reference	CB1311	Version	1
Created	January 2020	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	May 2019	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 and labs sessions 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	N/A
Non-Contact Hours	117	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
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:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual and Group Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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.