

MODULE DESCRIPTOR

Module Title

Creative Industries Management

Reference	CB3362	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	January 2021	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

To provide the student with an understanding of the key elements required for successful management within the creative industries.

Learning Outcomes for Module

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

- 1 Appraise the role of digital media platforms within business organisations.
- 2 Understand the importance of sustainability and ethics within business organisations.
- 3 Demonstrate an understanding of innovation within business.
- 4 Demonstrate awareness of how future developments, including consumer trends and wider external events impact on business organisations.

Indicative Module Content

Digital media, digital platforms, sustainability, ethics, future trends and developments, consumer trends, innovation, impacts on business.

Module Delivery

Core concepts delivered through lectures and supporting tutorials. Significant focus on cohort active discussions throughout delivery of concepts.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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, 4
 Description: Group portfolio

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
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.
- 2 HESMONDHALGH, D., 2018. The cultural industries. 4th ed. London: Sage.
- 3 MORABITO, V., 2016. The Future of Digital Business Innovation. Cham: Springer
- 4 VALERO-SILVA, N., LOVELL, A., and FISHER, C., 2012. Business ethics and values: individual, corporate and international perspectives. London: Pearson
- 5 XIAOMING, Z., and XUEHUI, C., 2018. Emerging Champions in the Digital Economy: New Theories and Cases on Evolving Technologies and Business Models. Springer.