Programme Specification

Overview

Programme Code	37055
Programme Title	Management
Programme Type	Degree
Language of Programme	All LIPA programmes are delivered and assessed in English
Programme Leader	Keith Mullen

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours – BA (Hons)	See Learning Outcomes below
Alternative Exit	Bachelor of Arts - BA	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects.
		A detailed knowledge of a defined subject or a more limited coverage of a specialist area balanced by a wider range of study. In each case, specialised study will be informed by current developments in the subject.
		Demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Diploma of Higher Education - DipHE	1. Apply their understanding of issues and processes affecting employment and self-employment in the creative industries and performing arts including knowledge of enterprise and entrepreneurship (PL03).
		2. Analyse their own strengths and weaknesses and develop appropriate action plans (PL05).
		3. Utilise appropriate techniques and skills for managing

		people, information, resources and operations to achieve project outcomes (PL13).
		4. Reason and argue effectively drawing upon a comprehensive range of objective perspectives and evidence (PL14).
Alternative Exit	Certificate of Higher Education - CertHE	1. Apply professional and practical skills to collaborate with creative and technical partners to deliver successful creative industries and performing arts projects, events, facilities and activities (PL04).
		2. Evaluate, select and apply appropriate techniques and methods for professional and effective oral and written communication (PL07).
		3. Perform effectively within a team environment including leadership, team building, influencing and collaborative skills (PL08).
		4. Synthesise and critically evaluate the impact of contemporary issues and developments on a specific area of management in the field of the creative industries and performing arts (PL10).

Alternate Award Names	Management (Music Industry Management), Management (Theatre and Screen), Management (Live Events)

External Benchmarks

Subject Benchmark Statement	UG-Communication, Media, Film and Cultural Studies (2024), UG-Dance, Drama and Performance (2024), UG-Business and Management (2023)

Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Programme Length
Full-Time, Face to Face	September	3 Years

Learning Outcomes

Code	Description
PLO1	Synthesise, evaluate and apply a systematic and coherent body of knowledge relevant to management in the creative industries and performing arts

PLO2	Analyse problems and identify solutions and action plans
PLO3	Apply their understanding of issues and processes affecting employment and self-employment in the creative industries and performing arts including knowledge of enterprise and entrepreneurship
PLO4	Apply professional and practical skills to collaborate with creative and technical partners to deliver successful creative industries and performing arts projects, events, facilities and activities
PLO5	Analyse their own strengths and weaknesses and develop appropriate action plans
PLO6	Synthesise a range of approaches to achieve successful working relationships and an effective professional manner or attitude
PLO7	Evaluate, select and apply appropriate techniques and methods for professional and effective oral and written communication
PLO8	Perform effectively within a team environment including leadership, team building, influencing and collaborative skills
PLO9	Apply theoretical knowledge in order to critically review, reflect upon and evaluate their own performance and progress
PLO10	Synthesise and critically evaluate the impact of contemporary issues and developments on a specific area of management in the field of the creative industries and performing arts
PLO11	Synthesise and apply their understanding of the need for individuals and organisations to manage responsibly and behave ethically in relation to social, cultural, economic and environmental issues
PLO12	Synthesise and evaluate research methodologies in order to design, present and implement their own practical research methodology
PLO13	Utilise appropriate techniques and skills for managing people, information, resources and operations to achieve project outcomes
PLO14	Reason and argue effectively drawing upon a comprehensive range of objective perspectives and evidence
PLO15	Engage in mature reasoning which acknowledges contradiction and difference in approaches and understanding
PLO16	Research and examine information, materials (both secondary and primary sources) and experiences; formulate independent objective judgements, and articulate reasoned arguments through reflection, review and evaluation
PLO17	Evaluate business problems and situations and utilise quantitative and qualitative skills as appropriate

Aims and Outcomes

Educational Aims of the Programme

To develop the student's knowledge and understanding of, and engagement with, creative industries and performing arts organisations, their management and the changing cultural, economic and socio-political environment in which they operate.

To prepare students for a career in the creative industries and performing arts by:

- improving their verbal, written and general communication skills
- developing their ability to work successfully and resiliently within teams
- providing them with an understanding of management, creativity and business, and bringing them opportunities to apply that learning in practice, thereby increasing their self-confidence and self-awareness
- fostering an ability to liaise and work with creatives and performers
- enhancing their problem-solving, networking, organisation, management and negotiating skills
- cultivating an aptitude for analysis and critical evaluation
- introducing them to employment and self-employment opportunities within the creative industries and performing arts.

To enhance management skills, personal acumen, reflective practice and social awareness, in order to equip graduates to become effective and enterprising citizens.

Programme Structure

Programme Structure Description

At **Level 4** six modules are 15 credit and one module, 'Practical Creative Project', is 30 credits. All Level 4 modules are core.

At **Level 5**, 90 credits are core: four x 15-credit modules and one, 'Practical Project', at 30 credits.

In addition, students may then select to follow a specialism route, by selecting two optional 15-credit modules from one of the three specialism routes:

- 'Theatre and Screen': Understanding Producing, and Original Production.
- 'Music Industry Management': Popular Music - Context and Culture, and Music Industry Management.
- 'Management for Live Events': Legal, Safe & Sustainable Events and Projects, and Managing Live Events.

Students not wishing to specialise at this point, can simply select two 15-credit modules, from any of the six, optional, specialism route modules.

At **Level 6**, students initially choose whether to follow the 45-credit Placement Project module, or the 45-credit Enterprise Project module; these modules run throughout semester 1.

The programme is then completed by students following the 60 credit Research Project module and finally, concluding their studies by presenting their Research Project's findings at the 15 credit Creative Industries Conference (CIC), to an audience of their peers. To avoid regulation breaches, if a student previously negotiated that they would deliver their Research Project assignment as a presentation, then the Module Leader of the Creative Industries Conference will negotiate another research orientated theme for the student to pursue and present at the CIC.

Programme Structure - 360 credit points
Level 4 - 120 credit points
CORE - 120 credit points
[MODULE] 4601MCIPA Contracts, Copyright and Intellectual Property – 15 credit points
[MODULE] 4602MCIPA Content Creation - 15 credit points
[MODULE] 4603MCIPA Fundraising - 15 credit points
[MODULE] 4604MCIPA Essential Management Skills - 15 credit points
[MODULE] 4605MCIPA The Contemporary Creative Industries - 15 credit points
MODULE] 4606MCIPA Marketing - 15 credit points
[MODULE] 4607MCIPA Practical Creative Project - 30 credit points
Level 5 - 120 credit points
CORE - 90 credit points
MODULE] 5601MCIPA Marketing Analytics - 15 credit points
[MODULE] 5602MCIPA Business and Enterprise - 15 credit points
[MODULE] 5603MCIPA Strategic Marcomms - 15 credit points
[MODULE] 5604MCIPA Personal and Professional Development for Managers - 15 credit points
[MODULE] 5605MCIPA Practical Management Project - 30 credit points
OPTIONAL - 30 credit points
[MODULE] 5606MCIPA Legal, Safe and Sustainable Events and Projects - 15 credit points
[MODULE] 5607MCIPA Managing Live Events - 15 credit points
[MODULE] 5608MCIPA Music Industry Management - 15 credit points
[MODULE] 5609MCIPA Popular Music - Context and Culture - 15 credit points
[MODULE] 5610MCIPA Original Production - 15 credit points
[MODULE] 5611MCIPA Producing for Theatre and Screen - 15 credit points
Level 6 - 120 credit points
CORE - 75 credit points
[MODULE] 6601MCIPA Management Research Paper- 60 credit points
[MODULE] 6602MCIPA Contemporary Issues in Management Conference – 15 credit points
OPTIONAL - 45 credit points
[MODULE] 6603MCIPA Enterprise Project - 45 credit points
[MODULE] 6604MCIPA Industry Placement - 45 credit points

Teaching, Learning and Assessment

Core learning and understanding is taught through lectures, workshops, tutorials, seminars and supervised practical project environments. These practical projects allow students to apply their learning in a self-directed manner, guided and mentored by their supervisor. This mixed style of teaching and learning is applied across Levels 4 and 5.

At Level 6 students are encouraged to become much more self-reliant as they take on their Placement or Enterprise Project and then the Research Project: all three of these modules require significant amounts of self-directed study, learning and application. Students are, however, continually supported by a project supervisor as well as receiving lectures and tutorial time.

Assessment is conducted through the use of a full range of assignment designs, with assessment design allowing for ongoing flexibility and responsiveness to students' requirements and circumstance.

Assignments include written papers, oral reports, portfolios, reflective journals, digital product, project delivery, presentations and tests.

A series of regular guest sessions with industry professionals and commentators are embedded into one module at each Level of study, therefore allowing for the whole cohort to benefit from such events. These guest sessions permit students to strengthen their comprehension of how the subjects they are being taught connect to applied experience within the creative industries and performing arts; this in turn helps forge the connection between theory, practice and vocational understanding.

Opportunities for Work Related Learning

At each Level of learning, the programme includes, at least one practical project. At Levels 4 and 5, these are designed to emulate industry practice and processes. At Level 6, all students follow either a 45-credit Placement module, where they leave the campus and work in a professional creative industries setting, for approximately 240 hours; or they pursue the Enterprise module, where their focus is on developing and enhancing their own enterprise or entrepreneurial concept, for approximately 240 hours.

Entry Requirements

Type	Description
Alternative qualifications considered	**Audition or Interview** Candidates are invited to audition/interview on the basis of completing the LIPA and/or UCAS application form. We look for evidence of the key attributes and an ability to achieve the qualifications standard. In exceptional cases people may be invited to audition/interview who have not met or are not on course to meet the qualifications standard. In these cases there must be substantial potential demonstrated against the other attributes. The audition or interview allows us to evaluate you as a practitioner in your area of interest. Offers of a place will follow where you demonstrate high ability

and the potential to succeed. For this course the audition/interview format includes an introduction to LIPA, a critical writing exercise, a practical workshop, simple quantitative methods examination and an informal presentation of a prepared report and interview.

Equal Opportunity
LIPA is an equal opportunities organisation and aims to successfully recruit students from a wide range of different socio-economic and personal backgrounds. To ensure we provide effective equality of opportunity within the application process we carefully consider each application individually and acknowledge differences that can exist between applicants' experiences from diverse backgrounds. We regularly update our approaches to take into account changing understanding of communities and cultures and we monitor applicant/student characteristics such as age, gender and ethnicity.

Recognition of Prior (Experiential) Learning [RP(E)L] and Credit Transfers
If you can demonstrate that you have already achieved learning equivalent to a module or modules, or a level of study, in the programme then you may be eligible to be awarded credit for this learning or to have credit transferred from another UK institution. You will be required to complete an application to have your qualifications or experience approved by the Head of Discipline and the university. This requires the presentation of appropriate evidence and we will map the evidence against the programme outcomes to be certain of equivalence. If approved credit will be awarded and you will proceed on to the appropriate level of the course to complete the remaining credit for the award.

Applicants, without the standard academic awards, but able to evidence experience of, or commitment to, the creative industries, performing arts or other entertainment sectors, are always encouraged to apply.

Other international requirements	We welcome applications from students with qualifications from outside of the UK. Each application is considered on an individual basis and mapped to the appropriate entry level. We value the diversity of experience that students from different backgrounds bring to the course. We require an IELTS score of 6, with a minimum of 5.5 in each component.
International Baccalaureate	Acceptable on its own and with other qualifications. Welsh Baccalaureate: Acceptable on its own but is ideally combined with other qualifications as it is equivalent to one A Level.

A levels	We are committed to accepting students onto this course who have the potential to succeed as practitioners and who will gain sustained work in the performing arts and entertainment industries. With this in mind we wish to identify through applications and interview or audition key attributes and achievements. The key attributes that we seek to identify are: • Knowledge, ability and experience of organisation and management • Commitment to the performing arts and public events • Ability to work effectively with others • Broad interest and engagement • Self-awareness • Spirit of enterprise. The minimum educational standard that we are looking for is: **GCSEs.** We normally require a minimum of five GCSEs grade C. These should include Maths and English, plus a minimum of 96 UCAS tariff points (2017 tariff) or 240 UCAS tariff points (2016 tariff). We accept all types of equivalent qualifications, the following are the most common UK qualifications that people tend to apply to us with: **A/AS Level** This should be from three A Levels (i.e. grades C, C, C), excluding General Studies. Points from AS and Key Skills are not counted.
BTECs	Extended Diploma (i.e. Merit, Merit, Merit profile). BTEC Diploma (i.e. Distinction, Distinction): Acceptable on its own and combined with other qualifications such as an A Level, in which case total needs to be 96 (2017 UCAS tariff points) or 240 (2016 UCAS tariff points) across both qualifications. 90 Credit Diploma. Only acceptable when combined with other qualifications such as an A Level.