

## Module Specification

### Summary Information

<b>Module Code</b>	4605MCIPA
<b>Formal Module Title</b>	The Contemporary Creative Industries
<b>Career</b>	Undergraduate
<b>Credits</b>	15
<b>Academic level</b>	FHEQ Level 4
<b>Module Pass Mark</b>	40

### Learning Methods

<b>Learning Method Type</b>	<b>Hours</b>
Lecture	26
Seminar	24

### Module Offering(s)

<b>Start Month</b>	<b>Duration</b>
September	28 Weeks

### Aims and Outcomes

<b>Aims</b>	Students will consider and analyse the Creative Industries landscape exploring roles, organisations and organisational culture, and will recognise and analyse how cultural policies impact the sector. Engagement with industry professionals will help students understand how the sector is connected locally, nationally and internationally.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Discuss the character and impact of key sectors and organisations across both the UK and international creative industries and performing arts economy.
MLO2	Identify management theories relating to organisational structure across the creative industries and performing arts.
MLO3	Consider the impact of various public and private policies upon the UK and international creative industries and performing arts.

## Module Content

### Outline Syllabus

Introduction, through lectures and seminars, to a clear understanding, and analysis of the contemporary creative industries' landscape.

Management theory - regarding organisational structure.

Recognition and understanding of contemporary Cultural Policies and Policy Development across Public and Private Organisations.

Analysis of cultural policies as they impact upon the creative industries and performing arts sector.

The interconnection of the creative industries and performing arts locally, nationally, and internationally.

### Module Overview

Students will develop an understanding and analysis of the contemporary creative industries and performing arts landscape.

They will learn about the industry's key organisations, leading practitioners and executives and recognise how cultural policies impact upon the creative industries and performing arts locally, nationally, and internationally.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Case Study	50	0	ML01, ML02
Essay	Policy Analysis	50	0	ML03