

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Creative Writing
2	Course Code	US1536
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	Not applicable

6	Course Description
	<p>Our BA (Hons) Creative Writing course develops contemporary creative writers across a variety of forms, genres, and platforms, including prose fiction, poetry, creative non-fiction, screenwriting, audio drama, podcasting, and digital media. The course provides the time, space and support to explore ideas, grow confident, versatile, and diverse voices, and produce original, impactful work. You will engage deeply with creative and literary traditions, innovative techniques and technologies, and professional practices to prepare for a range of opportunities in the creative industries. Through creative workshops and applied practice, you will learn how to write and pitch ideas proficiently for different audiences and contexts. Professional development, publishing experience, market awareness, and the chance to participate in industry-focused or entrepreneurial projects ensure our graduates leave with the skills needed to succeed in future.</p> <p>At the heart of our courses is a shared interest in words and stories, and an appreciation of the real difference they make in the world. Taught by distinguished writers and educators in a friendly, supportive learning community, you will explore the power of words and writing in ways that matter today and to you.</p> <p>In your first year, you will establish a foundation in creative writing and reading that guides you into university-level creative and academic work. You will learn key principles about creative writing in multiple forms and genres, including crime fiction, science fiction, and fantasy. In year two, you will expand your creative range through the novel, short stories, digital storytelling, and screenwriting. You will consider the implications of new media and artificial intelligence, experiment with visual media, and develop the ability to create content with purpose and clarity, which is essential for connecting with audiences and enhancing your employability. You will also choose between hands-on opportunities in the Work Placement, Industry Project, or Independent Creative Entrepreneur modules. In your final year, you will refine your craft, develop your professional identity, and work on impactful creative projects. You will research, devise, and pitch a substantial creative project in the form of your choice, to be completed in semester two, and you will increase your expressive control and reach as a writer through poetry, creative nonfiction and audio drama. Throughout your course you will access industry insights and career advice from creative professionals, including authors, agents, editors and publishers, through our enriching programme of guest speakers and events.</p> <p>English at BCU is a top-20 research department for English Studies and research excellence is central to our taught courses. We focus on the practice and application of subject knowledge and skills to develop graduate readers, thinkers, and writers that excel in criticality, creativity, and communication. As a perceptive critical thinker, you will interpret and assess complex information and situations to form intelligent judgements and solutions. As a creative individual, you will produce new and imaginative texts, and generate interesting, challenging ideas. And, as</p>

	<p>a proficient, versatile communicator, you will be trained in clear and accurate spoken and written English to professional standards.</p> <p>Graduates of the BA (Hons) Creative Writing course are ready for a variety of creative, commercial and communications roles, as novelists, poets, playwrights, and screenwriters, or applying their storytelling and editorial expertise to fields like publishing, content creation, journalism, and digital media. With opportunities to build an accomplished portfolio, gain publishing experience through our anthology of new writing, engage with industry contacts, and enhance your employability skills, this course prepares you to make an impact in the creative industries.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Creative Writing	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Creative Writing	4	120
	Diploma of Higher Education Creative Writing	5	240
	Bachelor of Arts Creative Writing	6	300

8	Variation from the University Regulations		
	Not applicable		

9	Delivery Patterns			
	Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
	Full Time	City Centre	3 years	US1536
	Professional Placement Year	City Centre	4 years	US1537

10	Entry Requirements		
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.		

11	Course Aims
	<p>The aims of the course are to:</p> <ul style="list-style-type: none"> • Develop confident and distinctive writers through sustained creative practice across a range of diverse forms, including prose, poetry, screenwriting, digital media and audio drama. • Cultivate a deep appreciation for the imaginative possibilities and expressive power of language to promote individual creativity and innovation in writing. • Practise critical reflection and self-evaluation in the production of creative writing to enable students to analyse and refine their own creative processes and the work of others. • Equip students with the skills to effectively pitch and communicate their creative work to a range of audiences using digital technologies and diverse platforms, demonstrating awareness of the market and industry expectations. • Stimulate a critical awareness of the relationship between creative writing and its historical, social, cultural, political, economic and environmental contexts. • Provide students with the skills and knowledge necessary to pursue further study in creative writing or related career opportunities, including creative storytelling, editing and publishing, content creation, copywriting, digital media and communications, journalism, and marketing.

12	Course Learning Outcomes
	Knowledge and Understanding
1	Analyse the dynamic relationship between form, style and content in a variety of literary texts, genres, and media.
2	Appraise the key concepts and techniques relevant to the analysis and craft of creative writing.
3	Examine the historical, social, cultural, economic and technological contexts that influence the production and reception of creative texts.
4	Recognise key roles, professional practices, and standards in publishing and creative industries.
	Skills
5	Demonstrate proficiency in the craft of writing, including the effective use of language, structure, and style to achieve specific effects.
6	Exercise creative versatility by exploring and experimenting with varied techniques, forms, and influences to develop distinctive writing and adaptable creative strategies.
7	Synthesise critical feedback and self-reflection to revise and refine creative writing.
8	Critically evaluate and utilise digital tools and platforms to enhance creative writing practices.
9	Develop strategies to submit, pitch, and present creative work to publishers, agents, and audiences.
10	Manage and negotiate substantial creative projects through strong communication, organisation, collaboration, and problem-solving skills.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
1	Identify, define, and experiment with the technical and structural elements of creative forms, including genre-specific techniques and expressive devices.
2	Interpret and respond creatively to a range of texts using appropriate terminology, approaches, and writing strategies.

3	Communicate ideas and perspectives effectively in creative and critical forms, adhering to relevant presentation and referencing conventions.
4	Make informed connections between texts and relevant contexts.
5	Demonstrate responsibility for their own learning and development as emerging creative practitioners.
<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>	
1	Compare, analyse, and produce writing that reflects the distinctive characteristics and significance of different creative forms and genres.
2	Integrate creative techniques, critical theories, and terminology into the production and discussion of texts.
3	Explore and reflect on the relationships between creative writing, society, culture, technology, industry, and the environment.
4	Communicate ideas with fluency across diverse formats according to relevant formal and academic conventions.
5	Reflect critically on their creative development and apply strategies to enhance their writing, research, and collaborative practices.
<i>Upon completion of 60 credits at Level 6 / the Bachelor of Arts Degree, students will be able to:</i>	
1	Apply advanced technical knowledge, critical understanding, and imaginative insight to the production of original creative writing.
2	Make appropriate structural, stylistic, and rhetorical choices to craft work suitable for specific audiences and contexts.
3	Evaluate and synthesise theoretical and critical ideas to inform the creation and analysis of texts.
4	Investigate and respond creatively to the relationships between writing, culture, technology, industry, and the environment.
5	Construct detailed and reflective accounts of your creative practice, demonstrating extensive independent research and experimentation.
6	Communicate ideas with clarity, originality, and professionalism, meeting industry and publication standards.

14	Course Learning, Teaching and Assessment Strategy
	<p>All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at building academic communities of practice and fostering high levels of scholarly professionalism in our students. All</p>

courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun.

How you will learn:

Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students progress to higher education from a variety of educational experiences and that university is a completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience, including Birmingham Poetry Literary Journal, our English Studies programme of guest authors, editors, agents and publishers, Writing West Midlands, and Desiblitiz Literature Festival.

How you will be assessed:

All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include portfolios, reflective writing, essays, case studies, and presentations. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback on all work submitted, aimed at helping you improve future submissions.

What we expect of you:

Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

15	Course Requirements																																																											
15a	<p>Level 4:</p> <p>In order to complete this course a student must successfully complete all the following modules (totalling 120 credits):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>EGL4054</td> <td>Voices of Birmingham</td> <td>20</td> </tr> <tr> <td>EGL4053</td> <td>Adaptation</td> <td>20</td> </tr> <tr> <td>EGL4055</td> <td>Prose Writing</td> <td>20</td> </tr> <tr> <td>EGL4047</td> <td>Key Critical Concepts</td> <td>20</td> </tr> <tr> <td>EGL4042</td> <td>Craft of Writing</td> <td>20</td> </tr> <tr> <td>EGL4xxx</td> <td>Genre</td> <td>20</td> </tr> </tbody> </table> <p>Level 5:</p> <p>In order to complete this course a student must successfully complete all the following modules (totalling 100 credits):</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>EGL5xxx</td> <td>The Novel</td> <td>20</td> </tr> <tr> <td>EGL5077</td> <td>Writing Short Stories</td> <td>20</td> </tr> <tr> <td>MED5217</td> <td>Creating Compelling Content</td> <td>20</td> </tr> <tr> <td>EGL5075</td> <td>Screenwriting</td> <td>20</td> </tr> <tr> <td>MED5202</td> <td>Digital Storytelling</td> <td>20</td> </tr> </tbody> </table> <p>In order to complete this course a student must successfully complete 20 credits from the following indicative list of Faculty modules.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM5000</td> <td>Work Placement</td> <td>20</td> </tr> <tr> <td>ADM5010</td> <td>Independent Creative Entrepreneur</td> <td>20</td> </tr> <tr> <td>ADM5011</td> <td>Industry Project</td> <td>20</td> </tr> </tbody> </table> <p>Professional Placement Year (optional)</p> <p>In order to qualify for the Professional Placement Year, a student must successfully complete the following Level 5 module:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5003</td> <td>Professional Placement Year</td> <td>120</td> </tr> </tbody> </table>			Module Code	Module Name	Credit Value	EGL4054	Voices of Birmingham	20	EGL4053	Adaptation	20	EGL4055	Prose Writing	20	EGL4047	Key Critical Concepts	20	EGL4042	Craft of Writing	20	EGL4xxx	Genre	20	Module Code	Module Name	Credit Value	EGL5xxx	The Novel	20	EGL5077	Writing Short Stories	20	MED5217	Creating Compelling Content	20	EGL5075	Screenwriting	20	MED5202	Digital Storytelling	20	Module Code	Module Name	Credit Value	ADM5000	Work Placement	20	ADM5010	Independent Creative Entrepreneur	20	ADM5011	Industry Project	20	Module Code	Module Name	Credit Value	PPY5003	Professional Placement Year	120
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Level 6:

In order to complete this course a student must successfully complete all the following modules (totalling 120 credits):

Module Code	Module Name	Credit Value
EGL6159	Writing Poetry	20
EGL6136	Writing Creative Nonfiction	20
EGL6155	Audio Drama and Podcast Writing	20
EGL6157	Major Project Preparation	20
EGL6xxx	Major Project – Creative Writing	40

15b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core modules: EGL4055 Voices of Birmingham (20 credits) EGL4053 Adaptation (20 credits) EGL4054 Prose Writing (20 credits)	Core modules: EGL4047 Key Critical Concepts (20 credits) EGL4042 Craft of Writing (20 credits) EGL40XX Genre (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core modules: EGL5xxx The Novel (20 credits) EGL5077 Writing Short Stories (20 credits) MED5202 Creating Compelling Content (20 credits)	Core module: EGL5075 Screenwriting (20 credits) MED5217 Digital Storytelling (20 credits)
	Core-option module: ADM5000 Work Placement (20 credits) Or ADM5010 Independent Creative Entrepreneur (20 credits) Or ADM5011 Industry Project (20 credits)

Level 6

SEMESTER ONE	SEMESTER TWO
Core modules: EGL6159 Writing Poetry (20 credits) EGL6157 Major Project Preparation (20 credits) EGL6136 Writing Creative Nonfiction (20 credits)	Core module: EGL6xxx Major Project - Creative Writing (40 credits) EGL6155 Audio Drama and Podcast Writing (20 credits)

Professional Placement Year (Optional):

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

16	Overall Student Workload and Balance of Assessment
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Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	720
Private Study	264
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	93%
Exam	0%
In-Person	7%

Level 5

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
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Coursework	100%
Exam	0%
In-Person	0%

Level 6

Workload

13% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	150
Directed Learning	714
Private Study	336
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0%
In-Person	0%