

## Course Specification

| Course Summary Information |   |                                |
|----------------------------|---|--------------------------------|
| 1                          | <b>Course Title</b>   | MA Arts and Project Management |
| 2                          | <b>BCU Course Code</b>  | PT1128                         |
| 3                          | <b>Awarding Institution</b>   | Birmingham City University     |
| 4                          | <b>Teaching Institution(s)</b><br>(if different from point 3)                         |                                |
| 5                          | <b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable) |                                |

| 6 | Course Description  |
|---|---|
|   | <p>Our MA Arts and Project Management course helps you explore how arts organisations, cultural spaces, and visual and performing arts projects are managed in different social, political and economic environments.</p> <p>You will strengthen your knowledge and awareness of arts policies in different regional, national and international circumstances while gaining advanced organisational and marketing skills. This prepares you for life as a professional project manager, a PhD researcher or to work in other career sequels.</p> <p><b>What's covered in the course?</b></p> <p>This stimulating postgraduate course offers you a specialist education in Arts and Project Management. You will be encouraged to develop your knowledge and understanding in order to be effective in managing and promoting the arts within contemporary culture.</p> <p>There is scope to work on live projects with external clients such as Selfridges and you will benefit from our close links with Ikon, Eastside Projects, New Art Gallery Walsall, Birmingham Museum and Art Gallery, and the lively alternative arts scene including: The Lombard Method, Grand Union, Trove, Stryx and MSFAC.</p> <p>Our academic staff team is highly experienced. Course leader, Beth Derbyshire has 20 years' experience working in the creative industries as an inter-disciplinary artist and Creative Director in Design and Brand Development.</p> <p>The staff team has national and international research profiles including the artist/curator, Mona Casey who has extensive experience in the creative industries and Kathryn Burns who supports entrepreneurs and small arts businesses.</p> <p>You will be located at Birmingham School of Art (Margaret Street), a fine example of Venetian Gothic architecture and an impressive purpose built Grade I listed art school.</p> |

|           |  |              |                        |
|-----------|--|--------------|------------------------|
| <b>7</b>  | <b>Course Awards</b>                                 |              |                        |
| <b>7a</b> | <b>Name of Final Award</b>                           | <b>Level</b> | <b>Credits Awarded</b> |
|           | Master of Arts Arts and Project Management           | 7            | 180                    |
| <b>7b</b> | <b>Exit Awards and Credits Awarded</b>               |              |                        |
|           | Postgraduate Certificate Arts and Project Management | 7            | 60                     |
|           | Postgraduate Diploma Arts and Project Management     | 7            | 120                    |

|          |   |
|----------|---|
| <b>8</b> | <b>Derogation from the University Regulations</b> |
|          | Not applicable                                    |

|          |                          |                             |                          |                |
|----------|--------------------------|-----------------------------|--------------------------|----------------|
| <b>9</b> | <b>Delivery Patterns</b> |                             |                          |                |
|          | <b>Mode(s) of Study</b>  | <b>Location(s) of Study</b> | <b>Duration of Study</b> | <b>Code(s)</b> |
|          | Full Time                | Margaret Street             | 1 year                   | PT1128         |
|          | Part Time                | Margaret Street             | 2 years                  | PT1129         |

|  |                           |
|--|---------------------------|
| <b>10</b>  | <b>Entry Requirements</b> |
| <p>The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk/">https://www.bcu.ac.uk/</a>.</p> |                           |

|  |  |
|--|--|
| <b>11 Course Learning Outcomes</b>                         |  |
| <b>Knowledge and Understanding of:</b>                     |  |
| 1  | The historical and contemporary cultural, social, political, theoretical, philosophical, critical and contextual factors that impact upon the current discourse of arts practices and their reception. |
| 2  | Practice and context as an informed dialogue at an advanced level.   |
| 3  | Professional Practice: Including skills that facilitate progression to a career as a professional practitioner, higher or research degrees or other career sequels.                                    |
| 4  | Research methods and/or methodologies and their application as appropriate to the individual's course of study.  |
| 5  | Ethical practice and responsibility in research activities and the presentation of research.   |
| <b>Intellectual and Cognitive Skills</b>                   |  |
| 6  | The ability to demonstrate intellectual, conceptual, speculative, imaginative and creative skills applicable to individual study and an appropriate theoretical model and/ or critical context.        |
| 7  | The ability to demonstrate a breadth and depth of knowledge and understanding of theory and context appropriate to individual study.   |
| 8  | The ability to demonstrate the application of analytical and critical skills to problem solving, reflective evaluation and interpretation.   |
| 9  | The ability to engage with research methods and/or methodologies appropriate to theory and context.  |
| 10   | The ability to engage with research methods and/or methodologies appropriate to practice.  |
| <b>Practical, Research and Independent Learning Skills</b> |  |
| 11   | The ability to demonstrate the application of effective specialised practical expertise and advanced technical and manipulative skills where appropriate.  |
| 12   | The articulation of ideas through the review, development, synthesis and realisation of individual project based practice and/or writing.  |
| 13   | The ability to exercise initiative and demonstrate personal responsibility in the negotiation, realisation and presentation of individual practice.  |
| 14   | The application of Information Technology and/or Multimedia as a research and presentation tool.   |
| 15   | The effective application of appropriate research methods and/or methodologies in the review, development, synthesis, resolution and evaluation of a written academic essay or equivalent project.     |
| 16   | The effective application of appropriate research methods and/or methodologies in the review, development, synthesis, resolution and evaluation of practice.   |
| <b>Interdisciplinary</b>                                   |  |
| 17   | The ability to develop skills in alternative media and/ or related cognate disciplines where relevant to an individual course of study.  |
| 18   | The ability to demonstrate adaptability and flexibility in a range of contexts.  |
| 19   | The ability to work collaboratively where appropriate.   |

| <b>Transferable / Key Skills</b> |  |
|----------------------------------|--|
| <b>20</b>                        | The ability to think in a creative, imaginative and speculative manner at an advanced level and in a range of academic and professional situations.  |
| <b>21</b>                        | The ability to demonstrate communication and presentation skills through the articulation of ideas in written, verbal and practical forms.   |
| <b>22</b>                        | The ability to demonstrate knowledge and understanding of professional practice and professionalism through the application of communication, exhibition and/or presentation skills.             |
| <b>23</b>                        | The ability to reflect and communicate in an articulate, informed, confident and effective manner.   |
| <b>24</b>                        | The ability to work independently while demonstrating initiative and self-reliance.  |
| <b>25</b>                        | The ability to demonstrate a high level of motivation and appropriate organisation, negotiation and planning skills and the ability to strategise effectively.                                   |
| <b>26</b>                        | The ability to demonstrate knowledge and understanding of appropriate procedures compliant with Health and Safety policy and good practice in a variety of working environments and situations.  |
| <b>Internalisation</b>           |  |
| <b>27</b>                        | The ability to devise a Personal Development Plan relevant to a local, national and/or international context.  |
| <b>28</b>                        | The ability to exercise initiative and demonstrate personal responsibility in professional practice and the development of a career trajectory in local, national and/or international contexts. |
| <b>29</b>                        | The ability to publicly disseminate work in an appropriate form and/or create cultural impact through creative publishing.   |

| <b>12</b>   | <b>Course Requirements</b>   |              |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
|-------------|--|--------------|-------------|--------------|---------|----------------------------------|----|---------|-----------------------------------|----|---------|---------------|----|---------|----------------------|----|-------------|-------------|--------------|---------|--|----|---------|---|----|---------|------------------------------|----|---------|----------------------------|----|---------|-------------------------|----|---------|--|----|---------|---|----|---------|------------------------------------|----|---------|-------------------------------------|----|
| <b>12a</b>  | <p><b>Level 7:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 160 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ART7897</td> <td>Strategic Marketing for the Arts</td> <td>40</td> </tr> <tr> <td>ART7874</td> <td>Managing Arts Events and Projects</td> <td>40</td> </tr> <tr> <td>ADM7000</td> <td>Major Project</td> <td>60</td> </tr> <tr> <td>ART7902</td> <td>Research in Practice</td> <td>20</td> </tr> </tbody> </table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>ART7877</td> <td>Contemporary Philosophy and Aesthetics</td> <td>20</td> </tr> <tr> <td>ART7881</td> <td>Models and Methods of Curatorial Practice</td> <td>20</td> </tr> <tr> <td>ART7900</td> <td>Queer Strategies in Practice</td> <td>20</td> </tr> <tr> <td>ART7883</td> <td>Small Arts Business Set Up</td> <td>20</td> </tr> <tr> <td>ART7882</td> <td>Photography as Research</td> <td>20</td> </tr> <tr> <td>ART7878</td> <td>Creative Publishing and Public Dissemination</td> <td>20</td> </tr> <tr> <td>ART7884</td> <td>Technical Methods, Workshop Practice and Learning</td> <td>20</td> </tr> <tr> <td>ART7901</td> <td>Social Practice in the Visual Arts</td> <td>20</td> </tr> <tr> <td>ART7887</td> <td>Art and Transcultural Communication</td> <td>20</td> </tr> </tbody> </table> | Module Code  | Module Name | Credit Value | ART7897 | Strategic Marketing for the Arts | 40 | ART7874 | Managing Arts Events and Projects | 40 | ADM7000 | Major Project | 60 | ART7902 | Research in Practice | 20 | Module Code | Module Name | Credit Value | ART7877 | Contemporary Philosophy and Aesthetics | 20 | ART7881 | Models and Methods of Curatorial Practice | 20 | ART7900 | Queer Strategies in Practice | 20 | ART7883 | Small Arts Business Set Up | 20 | ART7882 | Photography as Research | 20 | ART7878 | Creative Publishing and Public Dissemination | 20 | ART7884 | Technical Methods, Workshop Practice and Learning | 20 | ART7901 | Social Practice in the Visual Arts | 20 | ART7887 | Art and Transcultural Communication | 20 |
| Module Code | Module Name  | Credit Value |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7897     | Strategic Marketing for the Arts   | 40           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7874     | Managing Arts Events and Projects  | 40           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ADM7000     | Major Project  | 60           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7902     | Research in Practice   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| Module Code | Module Name  | Credit Value |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7877     | Contemporary Philosophy and Aesthetics   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7881     | Models and Methods of Curatorial Practice  | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7900     | Queer Strategies in Practice   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7883     | Small Arts Business Set Up   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7882     | Photography as Research  | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7878     | Creative Publishing and Public Dissemination   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7884     | Technical Methods, Workshop Practice and Learning  | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7901     | Social Practice in the Visual Arts   | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |
| ART7887     | Art and Transcultural Communication  | 20           |             |              |         |                                  |    |         |                                   |    |         |               |    |         |                      |    |             |             |              |         |  |    |         |   |    |         |                              |    |         |                            |    |         |                         |    |         |  |    |         |   |    |         |                                    |    |         |                                     |    |

## 12b 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.

| <b>MA Arts and Project Management</b>  |  |  |
|--|--|--|
| <b>Full Time Mode</b>  |  |  |
| Semester 1<br>Stage 1: Postgraduate Certificate  | Semester 2<br>Stage 2: Postgraduate Diploma  | Semester 3<br>Stage 3: Masters   |
| (Discipline Specific) Subject Module 1<br><b>Strategic Marketing for the Arts</b><br>40 credits  | (Discipline Specific) Subject Module 2<br><b>Managing Arts Events and Projects</b><br>40 credits | Common Core Module<br><b>Major Project</b><br>(Faculty Module)<br>60 credits |
| Option Module 1**<br>20 credits  | Common Core Module 1*<br><b>Research in Practice</b><br>20 credits                               |  |
| * Placements are optional and held within the Research in Practice module. As such they focus on work-based learning.<br>** Students can choose to follow one option module in Stage 1 including the freestanding Work Placement (Faculty) module. |  |  |

| <b>Part Time Mode – Year 1</b>  |  |  |
|---|--|--|
| Semesters 1<br>Stage 1: Postgraduate Certificate  | Semester 2<br>Stage 1: Postgraduate Certificate  | Semester 3<br>Stage 2: Postgraduate Diploma                        |
| (Discipline Specific) Subject Module 1<br><b>Strategic Marketing for the Arts</b><br>40 credits | (Discipline Specific) Subject Module 2<br><b>Managing Arts Events and Projects</b><br>40 credits | Common Core Module 1*<br><b>Research in Practice</b><br>20 credits |
| Option Module 1**<br>20 credits   |  |  |

| <b>Part Time Mode – Year 2</b>   |                                |                                |
|--|--------------------------------|--------------------------------|
| Semester 4<br>Stage 2: Postgraduate Diploma  | Semester 5<br>Stage 3: Masters | Semester 6<br>Stage 3: Masters |
| Common Core Module 1*<br><b>Research in Practice (Cont.)</b>   |                                |                                |
| Option Module 1**<br>20 credits  |                                |                                |
| Common Core Module<br><b>Major Project</b><br>(Faculty Module)<br>60 credits   |                                |                                |
| * Placements are optional and held within the Research in Practice module. As such they focus on work-based learning.<br>** Students can choose to follow one option module in Stage 1 including the freestanding Work Placement (Faculty) module. |                                |                                |

### 13 Overall Student Workload and Balance of Assessment

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 7

#### Workload

##### % time spent in timetabled teaching and learning activity

| Activity           | Number of Hours |
|--------------------|-----------------|
| Scheduled Learning | 236             |
| Directed Learning  | 1204            |
| Private Study      | 360             |
| <b>Total Hours</b> | <b>1800</b>     |

#### Balance of Assessment

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