

Course Specification

Course Summary Information		
1	Course Title	MA Global Media Management
2	BCU Course Code	PT1130
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)	

6	Course Description
	<p>The MA Global Media Management is designed to meet the growing demand for intelligent, innovative thinkers to work within the media sector. This postgraduate course is the ideal way to progress in a career in the media sector and will also offer students that have previously studied degrees in media, culture and the creative industries the chance to advance their specialism further.</p> <p>What's covered in the course?</p> <p>The MA Global Media Management is designed to meet the growing demand for intelligent, innovative thinkers to work within the media sector. This course is the ideal way to progress in a career in the media sector and will also offer students that have previously studied degrees in media, culture and the creative industries the chance to advance their specialism further.</p> <p>You will learn about global business strategy and leadership and how this can advance the interests of media brands, reflecting on innovation and entrepreneurship challenges, which are emerging as significantly important skills for media managers all over the world. The course is global in its outlook and reflects business systems, standards and practices from around the world, drawing upon international case studies and fostering intercultural fluency among students.</p> <p>The MA Global Media Management is based on the philosophy that management education should provide a thorough grounding in the disciplines related to the functional aspects of management, and the interaction with contextual forces that impact on organisations. This knowledge and understanding is then further contextualised to provide integrative strategic themes. The impact of globalisation on business in all disciplines is a coherent theme throughout the course.</p> <p>Drawing on the strengths and expertise across Birmingham City University, this course includes modules from both the Faculty of Arts, Design and Media (ADM) and the Faculty of Business, Law and Social Sciences (BLSS).</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Arts Global Media Management	7	180
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate Global Media Management	7	60
	Postgraduate Diploma Global Media Management	7	120

8	Derogation from the University Regulations		
	Not applicable		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	1 Year
			Code(s)
			PT1130

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

11 Course Learning Outcomes	
Knowledge and Understanding	
1	Examine and evaluate strategic and tactical business decisions in a variety of contexts and within your specialist discipline.
2	Conduct advanced research and enquiry to further understanding of your chosen specialism.
3	Evaluate global markets and customers, judging how international market structures and strategies impact upon industry.
Cognitive and Intellectual Skills	
4	Select and apply relevant theories, conceptual models and techniques to the solution of business and management problems.
5	Apply advanced theories, concepts and methods in relation to the functional aspects of business and management within your contextual environments and your application to management practice.
6	Critically evaluate concepts, ideas and plans expressed in a variety of media.
7	Create, identify and evaluate options to make management decisions, and be able to apply your research to inform strategic business decision making.
Practical and Professional Skills	
8	Apply communication and organisational skills to work collaboratively with peers from diverse cultures and backgrounds in a professional manner: making effective use of contemporary and emerging information and communication technologies through a range of digital and non-digital media.
9	Apply appropriate, timely solutions to contemporary management problems.
10	Create projects to research into global business and management issues and develop business ideas.
Key Transferable Skills	
11	Apply quantitative and qualitative research skills to contemporary management issues in your specialism.
12	Use communication skills to listen, negotiate or influence others from diverse cultures and backgrounds.
13	Demonstrate personal effectiveness through self-awareness and self-management; time management and sensitivity to diversity different situations.
14	Recognise challenging and complex situations and apply ethical values to situations and choices.

12	Course Requirements		
12a	Level 7: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i>		
	Module Code	Module Name	Credit Value
	ADM7004	Research and Professional Skills	20
	ADM7003	Industry Practice and Context	20
	MAN7083	Leadership Development – ADM	20
	STR7016	Global Strategy Development	20
	MAN7084	Project Management – ADM	20
	MED7375	Global Media Innovation and Entrepreneurship	20
	ADM7000	Major Project (Masters)	60

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.

Induction			
Term 1	ADM7004: Industry Practice and Context (ADM) (20 Credits)	STR7016: Global Business Strategy (20 Credits)	MAN7083: Leadership Development – ADM (BLSS) (20 Credits)
PG Certificate (60 credits)			
Term 2	MED7375: Global Media Innovation and Entrepreneurship (ADM) (20 Credits)	ADM7004: Research and Professional Skills (ADM) (20 credits)	MAN7084: Project Management – ADM (BLSS) (20 Credits)
PG Diploma (120 credits)			
Term 3	ADM7000: Major Project (ADM) (60 Credits)		
MA (180 credits)			

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	290
Directed Learning	748
Private Study	762
Total Hours	1800

Balance of Assessment

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