

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Art Business (top-up)
2	Course Code	US1216
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description (Marketing text for website)
	<p>Philosophy</p> <p>The BA (Hons) Art Business (top up) is essentially about employability, providing you with the knowledge, understanding and experience needed to work effectively in the creative industries. During this (one-year full time/ two-year part time) level 6 course, you will be supported to navigate the extensive range of careers in the creative and cultural sectors. The course will support you to develop the professional skills needed to pursue your ambitions, and the intellectual and critical skills to challenge existing structures, in order to innovate for the future.</p> <p>The course will offer a nurturing space for you to self-reflect and identify your innate skill set, developing the ability to locate the right employment routes or to generate ventures for yourself. The course provides a balance of experiential and academic study, bringing together organisations and individuals from across Birmingham's creative industries and cultural institutions to and enable live experiences and opportunities to network and cultivate relationships.</p> <p>The philosophy of the course embraces entrepreneurialism, curiosity, innovation and a responsive and flexible approach to current opportunities and challenges in the employment landscape. Fostering inclusive and ethical working practices will be fundamental, considering how 'good' creative work can benefit individuals, their communities and the planet. Building confidence and a repertoire of flexible, responsive, adaptable and transferable skills will help to future-proof your careers.</p> <p>Overview</p> <p>The course will examine the exciting relationships and intersections between creativity and management, art and business. The curriculum provides an opportunity to see tensions and emerging opportunities in the broad landscape of contemporary creative enterprise in its various forms, e.g. entrepreneurial activity, collectives, small creative businesses, not-for-profit sector, within cultural/ educational institutions etc. It will also be fundamental to discuss how societal, political and environmental shifts have important implications for those working in the creative industries, be it marketing, engagement, production or distribution. Our course aims to explore</p>

	<p>what shape, systems and structures exist, and how this affects various forms of value, the management and 'flow' of creative goods, and the creative process.</p> <p>Located in the culturally diverse city of Birmingham in the West Midlands, the curriculum design and live experiences will reflect the needs and opportunities for the student body, creating accessible routes to employment. The course will also explore a broader picture for the creative industries, at national policy level, considering the implications for various stakeholders.</p> <p>A basic understanding of intellectual property rights, and the current global market for 'symbolic goods', will be important to locate art business practices in a broader context. The course responds to the continuing need for industry-ready graduates and will contribute to the growing creative landscape in the locality and beyond.</p> <p>The course is committed to provide a flexible learning experience to widen participation with blended teaching and learning opportunities. Curriculum and debate will have ethical working practices at the forefront, exploring relevant considerations for the creative industries around inclusivity, diversity and equality, examining precarious labour and exploring ways that various forms of enterprise can support mental health and wellbeing.</p> <p>Through working on a series of projects and briefs written in consultation with external agencies and institutions, you will build up a portfolio to showcase your individual abilities. You will develop key transferable skills in creative thinking, problem solving, collaboration, leadership and strategy, project management, budgeting, marketing, communication, presentation, independent research, critical and analytical thinking skills.</p> <p>It is anticipated that graduates from the course will go on to work in various contexts, for example in the museum/ gallery sector, arts education and socially engaged practice, marketing, exhibitions & events management, front-of-house roles, entrepreneurial activities, arts operation & management, galleries (public and private), auction houses and art journalism.</p>
--	--

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	BA (Hons) Art Business (top up)	6	120
7b	Exit Awards and Credits Awarded		
	BA Art Business (top up)	6	100

8	Derogation from the University Regulations		
	N/A		

9 Delivery Patterns			
Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full time	Margaret Street	1 year	US1216
Part time	Margaret Street	2 years	US1217

10 Entry Requirements	
Home:	240 credits from completion of Level 5 on a cognate course, HND/ Foundation Degree or equivalent. Prior learning / experience will be assessed through personal statement on application and interview.
EU:	IELTS 6.0 overall and no less than 5.5 in the remaining three skills
International:	IELTS 6.0 overall and no less than 5.5 in the remaining three skills
Access:	N/A

11 Course Aims	
	<ul style="list-style-type: none"> To provide students with the understanding and professional skills required to access and operate successfully in a chosen career route in the creative industries To support students to develop the intellectual and critical skills to analyse existing systems and structures and become aware of the current debates that influence them. To provide students with a flexible and student-centred approach, supported with structured teaching to build confidence and locate appropriate routes. To provide students with experiential and 'real-world' opportunities in order to set theory in context and build practical skills

12 Course Learning Outcomes	
	<p>KNOWLEDGE & UNDERSTANDING After completing the course, students will be able to;</p>
1	Recognise and define the specific nature, systems and processes of the creative industries from a local, national and global perspective
2	Explain and discuss the various factors that influence employment in the creative sector, from a theoretical and practice-based perspective
3	Analyse the specific challenges and opportunities of work in the creative industries and discuss current debate that may influence the management of projects, people and resources
4	Assess individual role and position in the context of work and apply to personal aims and objectives.
	<p>SKILLS & OTHER ATTRIBUTES After completing the course, students will be able to;</p>
5	Work collaboratively in making decisions and identifying and resolving problems

6	Initiate and carry out a project in response to a self-defined proposal, planning learning and managing resources effectively.
7	Research, critically analyse, and synthesise information from a range of sources.
8	Utilise effective communication strategies, including written, verbal and presentation methods.
9	Recognise and observe ethical and inclusive practices, showing responsibility and respect for others in a range of relevant professional contexts
10	Demonstrate an appropriate level of digital literacy and ability to present findings using relevant ICT/ media applications.
14	Course Learning, Teaching and Assessment Strategy
	<p>The course specification, course learning outcomes and module learning outcomes are mapped against QAA benchmarks, assessment descriptors, guidance and meet all relevant regulatory requirements (including UKVI and overseas government regulations). The course will be delivered and assessed in English (in line with current University regulations). The assessment rubric has been designed specifically to build skills and knowledge that will make you more employable</p> <p>Assessment on the course is through a coursework-based model with clear formative and summative assessment points structured in. Assessment briefings and peer/ self-assessment activity will be an important part of the course to meet the diversity of student prior experience.</p> <p>Feedback and feed forward will be structured into all modules through formative and summative feedback proformas – at the end of Semester 1 for all part time students and mid-way through modules for full time students.</p> <p>One key element that runs through all modules is the importance placed on ethical working practices and sustainability, within professional organisational settings, in the context of self-employment/ entrepreneurial ventures and more broadly in the community. This has the potential to be interpreted differently for each of the modules and therefore different assessable outcomes can be used to evidence this.</p> <p>The course will be sensitive to the needs of all students and be designed to avoid assessment pressure points – being aware of both the requirements of full time and part time students. Flexible assessment points for part time students should ensure even load of work and ability to study around employment/ caring commitments whilst meeting regulatory university governance & policy.</p> <p>This course offers a broad range of assessable outcomes and can include – (see module guides for detail)</p> <ul style="list-style-type: none"> • critical report • essay • response to live project (organising a workshop, planning and organising a live event, book launch, marketing outcome, communication & PR strategy for audience engagement) • presentations & pitches • business plan

- **comparative case study**
- **alternative written formats** (documentary/ podcast/ website/ other AV submission/ events proposal or planning document).
- **culminating in a portfolio of 'cultural practice' & supported by a digital submission**

The professional relevance of assessable outcomes will demand the opportunity for students to express understanding and application of contextual knowledge with appropriate modes of communication. In order to maintain subject currency this will be written in consultation with external partners and with appropriate academic input across the school.

15 Course Requirements
15a Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
ART6140	Introduction to the Creative Industries	40
ADM6006	Major Project	60

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules:

Module Code	Module Name	Credit Value
ADM6007	Faculty Work Placement	20
ART6141	Creative & Cultural Ecologies	20
ART6142	Commercial Art Markets	20

15b Structure Diagram

Full time	
Semester 1	Semester 2
	+ one optional module...
Introduction to the Creative Industries (on campus) 40 credits CORE	Creative & Cultural Ecologies (on campus) 20 credits OPTIONAL or
	ADM6007 Faculty Work Placement (online hybrid) 20 credits OPTIONAL or
	Commercial Art Markets (online hybrid) 20 credits OPTIONAL
ADM6006 Major project 60 credits	
Semester 1 – Including SoA Talks: <i>Research skills, Study support, personal skills audit, writing your proposal, transferable skills for employment/ entrepreneurship e.g. marketing, finance, bid writing, communication, collaboration, strategy & planning</i> (notionally 20 credits) (Online hybrid)	
Semester 2 – writing up & completing major project (notionally 40 credits) (on campus – with some optional online tutorial access)	
Part time year 1	
Semester 1	Semester 2
Introduction to the Creative Industries (on campus) 40 credits CORE (teaching runs to end of semester 1, assessment submission for PT in semester 2 to allow for flexibility.)	
+ one optional module	
	Creative & Cultural Ecologies (on campus) 20 credits OPTIONAL or
	ADM6007 Faculty Work Placement (online hybrid) 20 credits OPTIONAL or
	Commercial Art Markets (online hybrid) 20 credits OPTIONAL
Part time year 2	
Semester 1	Semester 2
ADM6006 Major project 60 credits	
Semester 1 – Including SoA Talks: <i>Research skills, Study support, personal skills audit, writing your proposal, transferable skills for employment/ entrepreneurship e.g. marketing, finance, bid writing, communication, collaboration, strategy & planning</i> (notionally 20 credits) (Online hybrid)	
Semester 2 – writing up & completing major project (notionally 40 credits) (on campus – with some optional online tutorial access)	

16	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 6

Workload

18% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	684
Private Study	300
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100
Exam	0
In-Person	0