

MA Media Enterprise

What does the course cover?

The course covers all aspects of media enterprise development in the creative and cultural industries.

Postgraduate Certificate modules will provide you with a critical overview of how media, social and creative enterprises operate both regionally and globally and how this has given rise to a digital culture and a new economy. It will also give you the opportunity to conduct an audit of your own skills and address areas in which these need to be enhanced.

Postgraduate Diploma modules allow you to develop the entrepreneurial skills needed to develop an enterprise and to evaluate business and investment opportunities and the necessary insight to facilitate growth through innovation and creativity .

Masters modules allow you to continue to advance your knowledge and understanding of enterprise, and to develop new skills to a high level by giving you the opportunity to apply this knowledge and skill in a self-devised project by research or practice.

The following table overleaf gives a brief outline of each module.

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| <p><u>Postgraduate Certificate</u></p> <p>ENT001_ Cultural and Creative Industries (24 credits)</p> <p>The aims of this module are:</p> <p>To outline the role of cultural and creative industries in the development of a city's economic growth.</p> <p>To evaluate business and investment opportunities and to outline the opportunities for economic growth through innovation and creativity.</p> | <p>ENT002_Digital Culture (12 credits)</p> <p>The aims of this module are:</p> <p>To map the potential of digital technology to business opportunities and describe the strategic fit within the market.</p> <p>To outline the social, cultural, economical and technological changes that have given rise to a digital culture.</p> |
| <p>ENT003_ Media Management (12 credits)</p> <p>The aims of this module are:</p> <p>To outline the skills and approaches needed to manage an efficient and sustainable creative enterprise, team and project.</p> <p>To provide methods of managing creativity within a team and to demonstrate how it relates to the success of a project and/or the sustainability and growth of an enterprise.</p> | <p>ENT004_ Personal and Professional Development (12 credits)</p> <p>The aims of this module are:</p> <p>To provide the toolkit to enable students to evaluate their own skills requirements in relation to their proposed enterprise or employment. To negotiate their own programme of study .</p> <p>To outline the role of independent learning in studying and professional development</p> |
| <p><u>Postgraduate Diploma</u></p> <p>ENT005_ Cultural Entrepreneurship (24 credits)</p> <p>The aims of this module are:</p> <p>To detail the skills needed to set-up a business or to 'grow' an existing business or service.</p> <p>To outline the characteristics and motivations of an entrepreneur and demonstrate how this is used to gain self-direction in planning, problem solving and implementing tasks to a professional level.</p> | <p>ENT006_ Enterprise Research (36 credits) – optional module</p> <p>The aims of this module are:</p> <p>To provide the framework for the student to produce an extensive research project related to their business, product or a service.</p> <p>To provide an environment for students to continue to advance knowledge and understanding of enterprise, and to develop their new skills to a high level.</p> |
| <p>ENT007_ Enterprise Practice (36 credits) – optional module</p> <p>The aims of this module are:</p> <p>To provide an environment for students to work as a 'virtual company' or undertake a work placement in order to develop an advanced understanding of enterprise, gain an insight into running a business and developing a service/product.</p> | |

To develop self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional level.

Masters

ENT008_ Master's Project by Practice (60 credits)

The aims of this module are:

To develop student's self-direction and innovation in planning and developing their own creative enterprise.

To continue to advance student's knowledge and understanding of enterprise, and to develop new skills to a high level.

ENT009_ Master's Project by Research (60 credits)

The aims of this module are:

To provide the framework for students to critically evaluate current research and advanced scholarship relating to cultural or creative enterprise and to propose new hypotheses.

To continue to advance student's knowledge and understanding of enterprise, and to develop new skills to a high level.

How long does the course last?

The course requires a minimum of 48 weeks intensive study to complete within one calendar year. To undertake the course on a part-time basis takes twice as long – i.e. 80 weeks in two calendar years.

What qualifications will I obtain?

You will achieve the Birmingham City University award of:

Postgraduate Certificate in Media Enterprise (60 credits).

Postgraduate Diploma in Media Enterprise (60 credits).

Masters (60 credits).

This is a cumulative total of 180 credits .

This is a university award, and carries no membership or accreditation with any professional association.

What's the pattern of attendance?

Attendance for part-time students is either on a day or ½ day release basis.
Full-time students will normally be in attendance on at least two days per week.

What day are part-time students expected to attend?

Thursday
