

MODULE SPECIFICATION

Module Title:	Professional Practices and Entrepreneurial Skills	Level:	6	Credit Value:	20
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Module code:	HUM631	New <input checked="" type="checkbox"/>	Code of module being replaced:	HUM614
		Existing <input type="checkbox"/>		

Cost Centre:	GATP	<u>JACS3</u> code:	W400
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Trimester(s) in which to be offered:	2	With effect from:	September 16
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School:	School of Creative Arts	Module Leader:	Jenna Brook
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Scheduled learning and teaching hours	60 hrs
Guided independent study	110 hrs
Placement	30 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Theatre, Television and Performance	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Office use only

Initial approval September 16

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

Yes No

Module Aims

- . To encourage the students to be entrepreneurs, identifying opportunities for creative projects in the community which would engender potential for sponsorship or employment.
- .To introduce the students to agencies which may be of assistance to a community project involving theatre and/or media work.
- .To prepare students for the challenges of identifying the potential and feasibility of a project, identifying an audience / user, creating a business plan, pitching and presenting, project managing, marketing and realizing potential employment.
- .To encourage students to analyse their own interests and strengths and evaluate their transferable skills in order to identify career targets and goals.
- . To introduce and inform students on the career opportunities available in the Creative Industries.
- To give students the opportunity of spending a period of time investigating and analysing a professional environment which is of interest to them within or related to the Creative Industries.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Engage effectively in the task of identifying the potential of independent projects within the Creative Industries.	KS1	KS2
		KS3	KS5 KS6
		KS7 KS8	KS9 KS10
2		KS1	KS2

	Engage effectively in the task of career planning and identifying areas of work.	KS3	KS4 KS6
		KS8	KS9
3	Identify and engage purposefully with third parties, partners and /or agencies.	KS1	KS2
		KS4	KS5
		KS6	KS7
4	Appreciate and utilise transferrable skills.	KS3	KS8
		KS9	
5	Demonstrate the ability to gather knowledge that is specific to their chosen area and apply this into a critical evaluation.	KS1	KS3
		KS6	KS8
		KS9	
Transferable/key skills and other attributes			
<ol style="list-style-type: none"> 1. Written, oral and media communication skills 2. Leadership, team working and networking skills 3. Opportunity, creativity and problem solving skills 4. Information technology skills and digital literacy 5. Information management skills 6. Research skills 7. Intercultural and sustainability skills 8. Career management skills 9. Learning to learn (managing personal and professional development, self-management) 10. Numeracy 			
Derogations			
None			

Assessment:

The assessment for this module will consist of a 100% coursework and based on two assessments, one written assessment weighting at 60% and one written practical project weighting at 40%.

Assessment 1 (Written)

Students will undertake a project throughout the module, where they will gather in depth information on, and analyse, a chosen area of the industry. Students will research both academically and practically. Practical research may be conducted in a variety of methods, including; interviews, work placements, seminars, and field trips. Chosen areas of study for this project will be negotiated with the module tutor.

Please note that Tier 4 international students are not eligible to undertake a work placement.

Students will submit a research portfolio containing:

A detailed analysis of their own skills

An outline for a career plan

An up to date industry standard CV

Evidence of communication with outside agencies.

A research document analysing and discussing their investigation into their chosen area of the industry.

Assessment 2 (Practical)

Students will present a pitch for a creative project, as if presenting to a funding agency.

Students will be assessed on:

Their ability to research and discuss the logistical aspects of the project.

Their ability to research and discuss the artistic merit of the project.

Their ability to research and discuss the social impact of their project.

Their oral communication skills, and clarity of the pitch.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	2, 3, 5	Portfolio	60%		3000
2	1, 4	Presentation	40%		20 minutes

Learning and Teaching Strategies:

This module will be delivered through a series of seminars designed to introduce the students to working in the Creative Industries with a significant contribution from guest speakers and practitioners in the Creative Industries. Group seminars and tutorials will encourage self-analysis and evaluation, impart information and teach skills relevant to creating projects and finding work opportunities. The module will equip the students to evaluate and analyse their own skills, and identify areas for progression. Personal tutorials will be available to discuss and identify suitable research methods and projects.

Students will have the opportunity to submit work through Turnitin/Moodle

Syllabus outline:

- Seminars will introduce the students to the importance and roles of Equity, Agents, and Casting Directors as well as training agencies and provide contact details and teaching in how to present and market yourself in the Creative Industries.
- Through predominantly group seminars by the course tutor and presentations by visiting practitioners and speakers this module will introduce and inform students on the career opportunities available in the Creative Industries.
- Some practitioners will engage in work shop based activities and demonstrations that accurately reflect the challenges and working environment they experience. These visits also provide opportunities for students to 'network' and create contacts for themselves as well as providing valuable opportunity for the students to ask relevant questions to experienced and current practitioners.
- Students will be supported and encouraged to engage with practitioners, venues and agencies throughout the projects laid out in this module.
- The module provides the student with an opportunity to evaluate their skills, prospects and interests and the students are encouraged to follow their own field of interest and identify work opportunities and career paths that they perceive to be suitable.

Bibliography:

Essential reading

Elkin, S. (2014) *So You Want to Work in Theatre?*, London: Nick Hern Books.

Spotlight. (2015) *Contacts 2016: Stage, Film, Television, Radio 2016*, London: Spotlight.

Trott, L. (Editor) (2014) *Actors and Performers Yearbook 2015 (Actors' Yearbook)*, London: Bloomsbury.

Other indicative reading

Cohen, N. (1992) *Theatre Works: A Guide to Working in the Theatre*, London: Dillons.

Gordon, S. (2002) *Action! Establishing Your Career in Film and Television Production*, New York: Applause Theatre Book.

Long, E. R. (Editor) (2006) *Acting: Working in the Theatre*, New York: Continuum International Publishing.

Metzler, B. (2008) *What We Do: Working in the Theatre*, Pennsylvania: Infinity Publishing.

Rogers, L. (1998) *Working in Showbusiness: Behind the Scenes Careers in Theatre, Film and Television*, New York: Backstage Books.

Tidmarsh, A. & Swart, T. (2011) *An Attitude for Acting: How to Survive and Thrive as an Actor*, London: Nick Hern Books.

Wallis, J. (2006) *How To Get A Job In Television*, 2nd ed. London: How To Books.

Electronic Resources:

<http://creativeskillset.org/>

<http://www.equity.org.uk/home/>

<http://www.spotlight.com/>

<http://www.careerswales.com/en/>

<http://www.contactshandbook.com/>

www.bbc.co.uk/workexperience

<http://careerssearch.bbc.co.uk/jobs/job/Work-Experience-Opportunities-in-Wales/8156>

<http://www.clwyd-theatr-cymru.co.uk/#1>

<https://www.creativetoolkit.org.uk/your-career/work-placements>

<http://4talent.channel4.com/4talent-opportunities/generation-next/index.shtml>

<http://www.northernirelandscreen.co.uk/>

www.cyfle.co.uk

<http://www.itsmyshout.co.uk/get-involved>

Research journal database: <http://www.jstor.org>