PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**MA Creative Industries Management and Policy** **PG Dip Creative Industries Management and Policy** **PG Cert Creative Industries Management and Policy** (Level 7)
Name and title of any exit qualification(s)	PG Dip, PG Cert
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London and online
Language of delivery and assessment	English
Mode of study, length of study and normal start month	MA/PG Dip: Full-time (1 year) Part-time (2 years) PG Cert: Part-time (1 year) October
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
Birkbeck Course Code	MA: TMACRMIP_C (on campus) TMACRMON_C (online) TMACRMMX_C (flexible) PG Dip: TPDCRMIP_C (on campus) TPDCRMON_C (online) TPDCRMMX_C (flexible) PG Cert TPCCRMIP_X (on campus) TPCCRMON_C (online) TPCCRMMX_C (flexible)
HECoS Code	100643 (music and arts management) 100083 (event management)
Start date of programme	Autumn 2001
Date of programme approval	Summer 2001
Date of last programme amendment approval	March 2024
Valid for academic entry year	**2026-27**
Programme Director	Dr Simone Wesner
Date of last revision to document	09/04/24

Admissions requirements

The programme will consider applicants that can demonstrate any of the following:

- a second-class honours degree (2:2) or above in an arts subject
- a second-class honours degree (2:2) or above in any subject together with experience of administration/management in an arts/cultural organisation
- three years' relevant experience, for example in a senior management role in an arts/cultural organisation.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

Course aims

The postgraduate Creative Industries Management and Policy programme incorporates a unique combination of 'professional development' and theoretical exploration, policy and management theory, cultural theory and planning. Students are provided with a solid basis concerning the entire sector via one core module: Understanding Creative Industries Management and Policy, which engages with the historical and contemporary policy framework and practice in the UK, Europe and elsewhere and looks in-depth at the working practices among organisations in the arts sector. The MA programme offers specialist education in the following areas: Audiences, Curating, Digital Culture, Performing Arts, and Comparative Cultural Policies. All students choose from a variety of option modules that are most relevant to them and undertake modules specifically designed to provide a strong theoretical and professional focus.

The main aims of the programme are to provide students with:

- An overview of conceptual and practical management, policy structures and systems in professional, third sector arts/ cultural organisations, paying some heed to the commercial arts sector (especially as its relates to the non-profit sector)
- A historical overview of the growth of creative industries management and policy in the UK, in Europe and beyond, and the current socio-political and economic context
- An opportunity to examine the impact of structure and process on organisational effectiveness and to discuss significant trends in the arts and the management of the arts
- An opportunity to examine professional practices and career trends in the wider cultural sector including the creative industries
- Opportunities for acquiring and developing research skills
- A clearly-structured modular curriculum in creative industries management and policy
- An opportunity for the analysis of major trends and current debate in the field of creative industries management and policy

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
MA Creative Industries Management and Policy, Full-time – 1 Year					
7	ARMC251S7	Understanding Creative Industries Management and Policy	30	Core	T1
7	FDAP019Z7	Researching Creative Industries	0	Compulsory	T1
7		Optional Module	30	Option	T1, 2 or 3*
7		Optional Module	30	Option	T1, 2 or 3*
7		Optional Module	30	Option	T1, 2 or 3*
7	ARMC223D7	Dissertation	60	Core	T2-3 & summer
*Subject to maximum of 60 credits in any one term					
Part-time – 2 years					
Year 1					
7	ARMC251S7	Understanding Creative Industries Management and Policy	30	Core	T1
7	FDAP019Z7	Researching Creative Industries	0	Compulsory	T1
7		Optional Module	30	Option	T2
7		Optional Module	30	Option	T3
Year 2					
7		Optional Module	30	Option	T1 or 2
7	ARMC223D7	Dissertation	60	Core	T2-3 & summer
Note: the PT structure can be either 60 or 90 credits of taught modules in year one and final project plus 60 or 30 credits of taught modules in year two, subject to a maximum of 30 credits per term.					
PG Dip Creative Industries Management and Policy, Full-time – 1 year					
7	ARMC251S7	Understanding Creative Industries Management and Policy	30	Core	T1
7	FDAP019Z7	Researching Creative Industries	0	Compulsory	T1
7		Optional Module	30	Option	T1, 2 or 3*
7		Optional Module	30	Option	T1, 2 or 3*
7		Optional Module	30	Option	T1, 2 or 3*
*Subject to maximum of 60 credits in any one term					
PG Dip Creative Industries Management and Policy, Part-time – 2 years					
Year 1					
7	ARMC251S7	Understanding Creative Industries Management and Policy	30	Core	T1
7	FDAP019Z7	Researching Creative Industries	0	Compulsory	T1
7		Optional Module	30	Option	T1, 2 or 3*

Year 2					
7		Optional Module	30	Option	T1, 2 or 3*
7		Optional Module	30	Option	T1, 2 or 3*
*Subject to maximum of 30 credits in any one term					
PG Cert Creative Industries Management and Policy, Part-time – 1 year					
7	ARMC251S7	Understanding Creative Industries Management and Policy	30	Core	T1
7	FDAP019Z7	Researching Creative Industries	0	Compulsory	T1
7		Optional Module	30	Option	T1, 2 or 3*
Indicative options					
7	ARMC160S7	Inside Out of Culture: organisations, placements and practice	30	option	T2
7	ARMC102S7	Audiences: Communities, participation and learning	30	option	T3
7	ARMC172S7	Theoretical Perspectives on the Media	30	Option	T2
7	ARMC222S7	Digital Culture	30	Option	T2
7	AREN022S7	Contemporary Performance Cultures: Ideas and Approaches	30	Option	T1
7	ARMC178S7	Public Relations and Professional Communications	30	Option	T3

Core: Module must be taken and passed by student
Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)
Option: Student can choose to take this module

Note: options available may vary by academic year. Options for students on the fully online route may be limited to those available online.

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

Learning and teaching methods will consist of a mix of the following methods: lectures, seminars, group projects, individual presentations and tutorials.

Modules that run both online and in person (hyflex) adopt the same methods. The difference is that the online route provides live sessions online and the in person route is offered as an in-class session. The modules offer pre- and post-sessional activities (provided on Moodle). In person only modules run with the format of 3-hour discussion-based learning.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be via coursework using a mix of the following methods: written work-related assignments of up to 5000 words, presentations of up to 20 minutes, special projects and a research dissertation/ independent study.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

The main learning outcomes for the MA Creative Industries Management and Policy programme are:

- A deeper understanding of the relevant theories of culture, cultural production and reproduction, both historically and within the contemporary context
- A comprehensive understanding of the principles and practices that characterise the production, development and management of the creative industries, their management practices and their associated policy implications
- A critical understanding of the complexities of local, national and international policies creative industries funding, development and promotion, and how these impact on artistic production

Students will also leave with increased:

- Capacity to think critically and to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences
- Ability to act at a professional (or equivalent level), apply independent reflection and engage in experiential learning
- Capacity to design and undertake independent research

Through the course, students will also have gained awareness of the significance of:

- The theories and principles relating to reflective and critical practice
- Recognising, valuing, understanding and respecting diversity and equal opportunity perspectives and initiatives
- The exercise of initiative and personal responsibility; when working collaboratively in groups or on one's own
- Originality in the application of knowledge of the links between 'making', 'appraising' and managing the creative industries
- Self- and peer-assessment skills and recognition of the need for this and peer support
- Personal development and improvement including decision-making in complex situations

Careers and further study

On this MA Arts Policy and Management we take a sustainable approach to career development that allows you to enjoy your studies and apply innovative and creative thinking for years to come.

Graduates can pursue career paths in the national and international arts and cultural sectors in, for example:

- development and marketing
- audience development
- strategic planning
- programming and curating
- management of art collectives and networking hubs.

Jobs gained by some of our graduates include:

- TheatreTour Manager
- Development Officer at an arts trust
- Executive Producer at a media, architecture and design institute
- Marketing Officer at an opera company
- International Programmer at an Arts Centre

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is available online.

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