

Programme Specification

1	Awarding body	University of London
2	Teaching Institution	Birkbeck College
3	Programme Title(s)	BA Arts and Media Management BA Arts and Media Management with Foundation Year
4	Programme Code(s)	UUBAARMD_C (3-year full-time) UBAARMED_C (4-year part-time) UUBFARMMD_C (4-year full-time with Foundation Year) UBFARMED_C (6-year part-time with Foundation Year)
5	UCAS code	NP22/ NP2F (with Foundation Year)
6	Home Department	Department of Film, Media and Cultural Studies
7	Exit Award(s)	Foundation Degree in Arts and Media Management Certificate in Higher Education Arts and Media Management BA Arts and Media Management BA Arts Management BA Media Management
8	Duration of Study (number of years)	3 year FT, 4 years PT
9	Mode of Study	FT x PT x DL
10	Level of Award (FHEQ)	Level 6
11	Other teaching depts or institution	N/A
12	Professional, Statutory Regulatory Body(PSRB) details	N/A
13	QAA Benchmark Statement	N/A

14	Programme Rationale & Aims
	<p>For Foundation Year, see Foundation Year programme specification.</p> <p>The main purpose of the BA in Arts and Media Management is to provide a flexible programme of professional development that forges a combination of creative, critical and management skills applicable to the arts and media industries today. Optional modules are drawn from the full range of undergraduate provision within the Department of Film, Media and Cultural Studies. The focus on transferable work-related knowledge and skills will enable students to meet the changing demands of doing and managing creative work. At the same time, students will gain an underpinning in the critical and theoretical literature related to cultural labour and entrepreneurship; ownership and gatekeeping; diversity and representation; cultural policy and copyright.</p> <p>The programme is structured around specified 'pathways' designed to assist in professional development and specialisation over the course of the degree through levels 4-6. The final</p>

	<p>award will be either a BA Arts Management, BA Media Management or BA Arts and Media Management. This is contingent on the corresponding Final Project module on which the student is enrolled which in turn will usually reflect their pathway options. Students who have followed designated arts management pathways will be enrolled on the Project BA Arts Management module whilst those who have followed media management pathways will be enrolled on the Project BA Media Management module. Those who have followed a combination of pathways or whose module selections do not adhere to a pathway will be enrolled on the Project BA Arts and Media Management. Exceptions to these criteria for final project module enrolment may be requested by the student and approved at the discretion of the Programme Director.</p> <p>As reflects the nature of the course content, modules will be taught by a range of professional practitioners and academic staff drawn from broad disciplinary backgrounds. A key focus and unique selling point of the programme is its emphasis on developing self-starting and creative enterprise skills attuned to the dynamic and rapidly evolving arts and media sectors. Students pursue a mix of core and optional modules at levels 4, 5 and 6. Core modules at levels 4 and 5 will include innovative blended learning elements designed to maximise students’ engagement with both theory and practice.</p> <p>In the final level 5 core module, students will have the opportunity to undertake either a work placement or develop a business plan/funding proposal under the guidance of relevant industry practitioners. This provides an ideal platform on which to build for the final project/dissertation at level 6.</p>
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15	<p>Entry Criteria</p>
	<p>For Foundation Year, see Foundation Year programme specification.</p> <p>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.</p> <p>The normal entry requirement is 112-128 UCAS tariff points although we may waive these formal entry requirements and make our own assessment of your skills and knowledge as presented in an application, and sometimes in an interview.</p> <p>For mature applicants with work experience, there is no specific requirement at A-level or equivalent UCAS tariff points requirement; admission based on assessment of skills and knowledge as presented in application, and sometimes in an interview.</p> <p>All applicants must address in their personal statement why they wish to undertake a BA Arts and Media Management degree at Birkbeck. Statements may also highlight any past experiences in media and creative production broadly conceived.</p> <p>INTERNATIONAL ENTRY REQUIREMENTS</p> <p>If English is not the applicant’s language or they have not previously studied in English, the usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.</p> <p>Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning.</p>

16	Learning Outcomes
	<p>For Foundation Year, see Foundation Year programme specification.</p> <p>On successful completion of this programme a student will be expected to be able to:</p> <p>Subject Specific:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of key theoretical ideas and policy issues related to the arts and media industries today 2. Debate and challenge key organisational and institutional tropes within a given sector of the creative economy 3. Understand some prominent themes relating to the history of the arts and media 4. Critically evaluate creative projects 5. Develop creative materials related to specific projects 6. Describe the structural, historical and contextual background of an organisation in the creative industries 7. Identify the technical, legal and business requirements of their project in relation to their chosen sector <p>Intellectual:</p> <ol style="list-style-type: none"> 8. Demonstrate critical thinking and ability to problematize concepts 9. Engage productively in collaborative work in both theoretical and practical contexts 10. Build and articulate a line of argument in both written and oral communication 11. Demonstrate basic financial literacy and understanding of legal structures as applicable to a range of self-starting contexts 12. Employ a mix of quantitative and qualitative methods in analysing industrial organisations and sectors <p>Practical:</p> <ol style="list-style-type: none"> 13. Confidently use key software packages relating to the syllabus (especially Microsoft Word, Excel, and PowerPoint) 14. Produce project proposals including budgets and marketing plan 15. Use and apply information technology in a critical and evaluative way for effective completion of specific tasks 16. Recognise and employ the skills necessary to express themselves clearly in a range of written and oral forms 17. Practice, apply and develop a range of transferable skills to contribute to their academic, personal and professional development 18. Structure a CV to reflect their aspirations and develop professional portfolio and profile. 19. Pitch an idea to relevant sector professionals.
17	Learning, teaching and assessment methods
	<p>For Foundation Year, see Foundation Year programme specification.</p> <p>Modules broadly comprise a combination of lectures and seminars with a strong emphasis on peer collaboration and a range of individual and group-based assignments that span academic and practice contexts. These will include both theoretical essays and specific assignments in areas such as project development and strategic management. For their dissertation, students will have the opportunity to produce a real-world project related to</p>

	<p>their chosen specialism or conduct empirical research on the contemporary arts and media industries.</p> <p>Specific modules incorporate blended learning elements; opportunities for work-based learning; seminars; guest 'masterclass' lectures; and site visits.</p>
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18	Programme Description
	<p>Students will undertake 2 core modules and 2 optional modules at level 4; 2 core modules and 2 optional modules at level 5; 1 core module (final project) and 3 optional modules at level 6.</p> <p>For Foundation Year, see Foundation Year programme specification.</p>

19	Programme Structure			
Full-Time programme – 3 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Core
4	ARMC119S4	Creative Organisations	30	Core
4		Option module	30	Option
4		Option Module	30	Option
Year 2				
Level	Module Code	Module Title	Credits	Status*
5	ARMC124S5	Freelancers and Entrepreneurs: Understanding Cultural Labour	30	Core
5	ARMC125S5	Researching Arts and Media	30	Core
5		Option Module	30	Option
5		Option Module	30	Option
Year 3				
Level	Module Code	Module Title	Credits	Status*
6	ARMC261S6 or ARMC262S6 or FDME005S6	Project BA Arts and Media Management OR Project BA Arts Management OR Project BA Media Management	30	Core
6		Option Module	30	Option
6		Option Module	30	Option
6		Option Module	30	Option
Part-Time programme – 4 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
4	ARMC241S4	Doing Film, Media and Cultural Studies	30	Core
4	ARMC119S4	Creative Organisations	30	Core
4		Option Module	30	Option

Year 2				
Level	Module Code	Module Title	Credits	Status*
4		Option Module	30	Option
5	ARMC124S5	Freelancers and Entrepreneurs: Understanding Cultural Labour	30	Core
5	ARMC125S5	Researching Arts and Media**	30	Core
Year 3				
Level	Module Code	Module Title	Credits	Status*
5		Option Module	30	Option
5		Option Module	30	Option
6		Option Module	30	Option
Year 4				
Level	Module Code	Module Title	Credits	Status*
6	ARMC261S6 or ARMC262S6 or FDME005S6	Project BA Arts and Media Management OR Project BA Arts Management OR Project BA Media Management	30	Core
6		Option Module	30	Option
6		Option Module	30	Option
Level 4 Indicative Option list (designated pathway in brackets)				
Level	Module Code	Module Title	Credits	Status*
4	FFME027S4	Introduction to Journalism Practice (Journalism Pathway)	30	Option
4	FFME025S4	Screenwriting (Screenwriting Pathway)	30	Option
4	FFME031S4	Introduction to Public Relations and Digital Marketing (PR and Multimedia Pathway)	30	Option
4	FFME007S4	Journalism in British Life (Theoretical Perspectives on Journalism Pathway)	30	Option
4	FFME002S4	Introduction to Cinema (Cinema Pathway)	30	Option
4	FFME005S4	Television: History and Future (Television Pathway)	30	Option
4	ARMC120S4	Visual Arts: Histories, Networks and Organisations (Visual Arts Pathway)	30	Option
4	ARMC217S4	Media Studies: Key Thinkers and Approaches (Cultural Theory and Policy Pathway)	30	Option
4	ARMC240S4	Working with the Film Camera (Cinema Pathway)	30	Option
4	ARMC231S4	Cinema Today (Cinema Pathway)	30	Option
Level 5 Indicative Option list				
Level	Module Code	Module Title	Credits	Status*
5	FFEM029S5	Journalism: Interview Skills and Feature Writing (Journalism Pathway)	30	Option

5	FFME026S5	Screenwriting: The Thirty Minute Script (Screenwriting Pathway)	30	Option
5	ARMC252S5	Digital Media Design and Development (PR and Multimedia Pathway)	30	Option
5	FFME013S5	Journalism and Politics (Theoretical Perspectives on Journalism Pathway)	30	Option
5	FFME017S5	Media Technology and Culture (Theoretical Perspectives on Journalism Pathway; Cinema Pathway; Television Pathway; Cultural Theory and Policy Pathway)	30	Option
5	ARMC250S5	Film Theory: Key Concepts and Contexts (Cinema Pathway)	30	Option
5	LNLN027S5	French Cinema: History, Practice, Analysis (Cinema Pathway)	30	Option
5	ARMC093S5	Japanese Cinema History (Cinema Pathway)	30	Option
5	FFME020S5	Approaches to Cinema History (Cinema Pathway)	30	Option
	FFME065S5	Documentary (Cinema Pathway)	30	Option
	FFME011S5	Storytelling in Television (Television Pathway)	30	Option
5	ARMC196S5	Media Law and Regulation (Journalism Pathway)	30	Option
5	ARMC253S5	Social Media for Creative Practitioners (PR and Multimedia Pathway)	30	Option
	ARMC239S5	Thinking Through Media (Cultural Theory and Policy Pathway)	30	Option
	ARMC254S5	Working with Film Sound (Cinema Pathway)	30	Option
5	ARMC249S5	Curating Culture (Performing Arts Pathway; Visual Arts Pathway)	30	Option
Level 6 Indicative Option list				
Level	Module Code	Module Title	Credits	Status*
6	FFME036S6	Contemporary European Cinema (Cinema Pathway)	30	Option
6	ARMC175S6	Principles of Layout and Design (Journalism Pathway)	30	Option
6	FFME050S6	Globalisation and Media Cultures (Cultural Theory and Policy Pathway)	30	Option
6	ARMC230S6	Memory, Media and Digital Culture (Cultural Theory and Policy Pathway)	30	Option
6	FFME090S6	Principles of Digital Video and Editing (Journalism Pathway)	30	Option
6	ARMC225S6	Aspects of Screenwriting: Adaptation (Screenwriting Pathway)	30	Option
6	ARMC176S6	Media and Conflict (Theoretical Perspectives on Journalism Pathway)	30	Option

Year of entry: 2022/23



6	FFME019S6	Gender and Sexuality in Cinema (Cinema Pathway)	30	Option
6	FFME015S6	World Cinema (Cinema Pathway)	30	Option
6	ARMC173S6	Media, Digitalisation and the City (level 6) (Theoretical Perspectives on Journalism Pathway; Cultural Theory and Policy Pathway)	30	Option
6	ARMC036S6	Understanding Cultural Audiences: Education, Engagement, and Communications (Performing Arts Pathway; Visual Arts Pathway)	30	Option
6	ARMC255S6	Working with Found Footage (Cinema Pathway)	30	Option

Status*: *CORE* – Module must be taken and passed by student; *COMPULSORY* – Module must be taken, mark can be reviewed at sub-exam board; *OPTIONAL* – Student can choose to take this module

****Note:** this module was replaced with a **level 5 option** from **2024/5** for continuing students.

20	Programme Director	
21	Start Date (<i>term/year</i>)	Autumn 2019
22	Date approved by TQEC	May 2018
23	Date approved by Academic Board	June 2018
24	Date(s) updated/amended	15 May 2024