MA Creative Entrepreneurship

Programme Specification

1. Programme title	MA Creative Entrepreneurship (Music/Media)
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	MA Creative Entrepreneurship (Music) MA Creative Entrepreneurship (Media)
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full- and part-time

9. Criteria for admission to the programme

Applicants will normally have an upper second honours degree or above in an appropriate subject, typically music, media or another humanities subject. However, exemption can be made, at the Programme Leader's discretion, for those with significant relevant professional experience, typically at least five years. These students will be required to submit a portfolio of relevant work and will also be interviewed. The programme places significant demands on students speaking, listening, reading and writing in English. Overseas applicants whose first language is not English should provide overall IELTS results of 6.5 or higher. If applicants have attained less than 6.0 in any component part of the test, they are strongly recommended to attend one of the university's pre-sessional English courses.

10. Aims of the programme

The programme aims to:

- Develop an advanced understanding of creative entrepreneurship contexts – cultural, industrial, political, scholarly and practical – and

- Instil in the postgraduate student related autonomous research skills and professional practices.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

A1: viable business models appropriate for the creative industries in the digital era

A2: the political, social, technological and economic contexts in which entrepreneurship takes place

A3: the effective management of finance and financial risk for entrepreneurship

A4: legal, ethical and other regulatory frameworks, including the intellectual property framework, that affect innovation

A5: methods, techniques and theoretical perspectives deployed in creative entrepreneurship research and scholarship.

Teaching/learning methods

Students gain knowledge and understanding through a blended approach to teaching and learning. Interactive lectures on issues relating to entrepreneurship and the creative economy sit alongside workshops and seminars in which students can present ideas and engage in debate, and tutorials in which students are given feedback on individual research strategies and projects. Advanced self-directed study is of critical importance.

Assessment methods

Students' knowledge and understanding is assessed by means of essays, reports, presentations and a final portfolio.

B. Cognitive (thinking) skills

On completion of this programme the successful student will be able to:

B1: gather, evaluate and present evidence, quoting from and acknowledging appropriate sources

B2: analyse data to formulate and express relevant arguments and hypotheses

B3: assimilate information and insights from academic and industry sources and relate theory to practice

B4: examine assumptions, concepts and

Teaching/learning methods

Students learn cognitive skills through a combination of lectures, workshops, seminars, directed reading, case studies, facilitated discussion, guest speakers and individual and group research. Analysis and critical thinking are strengthened through seminar participation and independent study. In particular, creative thinking is developed in seminar discussion and debate, as well as through independent study. Both classroom and online environments are fundamental to the learning experience.

hypotheses critically in the light of evidence, and apply insights and discoveries in one area of study to another B5: synthesise inputs (knowledge, materials, information) in order to generate outputs in written, aural, visual or practical format.	**Assessment methods** Students' cognitive skills are assessed by individual and group presentations, written coursework and applied projects.
C. Practical skills On completion of the programme the successful student will be able to: C1: understand the importance of revenue-generating and funding structures and how to work effectively within the constraints they impose C2: identify intellectual property issues, prevent infringement of intellectual property rights, and understand how to take the appropriate steps to safeguard innovations C3: analyse and evaluate a range of business data, sources of information and appropriate methodologies, and use that research for evidence-based decision-making C4: demonstrate an awareness of both key drivers for business success and common causes of failure C5: produce clear, structured business communications in a variety of media.	**Teaching/learning methods** Students learn practical skills through participation in workshops, seminars, guided discussions, individual and group coursework, independent study and research methods training. Formative feedback on concept-based and practical projects is important, as is engaging in professional practice activities, such as working effectively in teams, meeting deadlines, and delivering presentations. The programme adopts a blended approach, linking classroom and online environments. **Assessment methods** Students' practical skills are assessed by individual and group coursework, presentations and research project work. Also critical is the submission of analytical and discursive essays and reports, and CPD-type materials as specified in module specification assessment strategies.
D. Graduate skills On completion of this programme the successful student will be able to: D1: work effectively in collaboration with internal and/or external partners, showing the ability both to lead and to take direction as appropriate D2: work autonomously and self-	**Teaching/learning methods** Students acquire graduate skills through lectures, seminars, workshops, tutorials and presentations to peers. Students also acquire transferrable skills through project work and self-directed study. Flexibility is offered through the combination of classroom and online delivery.

sufficiently on individual projects D3: communicate effectively, both orally and in writing, demonstrating an awareness of 'audience' characteristics and responses D4: retrieve and generate information, and evaluate sources, through independent research D5: demonstrate proficiency with a variety of current and emergent media technologies.	**Assessment methods** Students' graduate skills are assessed by written reports, reflective and self-reflective essays, presentations, and research project work.

12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

Full-time

Term one	Term two	Term three
ACI4100 New Ventures in the Creative Economy (30 credits)		MUS4047 Major Project (60 credits)
MGT4700 Innovation (30 credits)		
MUS4810 Music Start-Ups (30 credits): *music pathway* **OR** MED4810 Media Start-Ups (30 credits): *media pathway*		
FIN4230 Entrepreneurial Finance (15 credits) **OR** MGT4465 Business networks for entrepreneurs (15 credits)	MKT4062 Innovation-driven marketing (15 credits) **OR** MKT4018 Entrepreneurship in the digital sector (15 credits)	

Compulsory
Optional
Compulsory on respective pathways

Part-time

Term one	Term two	Term three	Term four	Term five	Term six
MGT4700 Innovation (30 credits)		ACI4100 New Ventures in the Creative Economy (30 credits)		MUS4047 Major Project (60 credits)	
MUS4810 Music Start-Ups (30 credits): *music pathway* **OR** MED4810 Media Start-Ups (30 credits): *media pathway*		FIN4230 Entrepreneurial Finance (15 credits) **OR** MGT4465 Business networks for entrepreneurs (15 credits)	MKT4062 Innovation-driven marketing (15 credits) **OR** MKT4018 Entrepreneurship in the digital sector (15 credits)		

Compulsory
Optional
Compulsory on respective pathways

12.2 Levels and modules		
Level 7		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: MGT4700 ACI4100 MUS4810 (Music pathway) MED4810 (Media pathway) MUS4047	Students must also choose at least 30 credits from the following: MGT4465 or FIN4230 MKT4062 or MKT4018	All compulsory modules (90 credits in total), together with a total of 30 credits from optional modules, must be successfully completed in order to progress to MUS4047.

12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	**Module code**
Level 7	No modules on the programme are compensatable

13. Curriculum map
See attached.

14. Information about assessment regulations
The work is marked using the University's standard 20-point scale. For specific issues, please see Middlesex University Regulations. Self-deferral is not permitted on any modules within the programme. Students wishing to defer must consult the Assessment Officer or Student Achievement Advisor.

15. Placement opportunities, requirements and support (if applicable)
Placements are not offered on the programme, however self-initiated placements are encouraged and will be treated supportively. It is important to remember that the MA is an intensive experience, so be realistic about what you can manage to get the most out of your study. Work experience is one of the most valuable assets you can have in planning a successful career and you are encouraged to gain a short-term placement or internship if you can work these around or into your study. Work placements are supported across the University by the Employability and Careers Centre.

16. Future careers (if applicable)
Graduates are expected both to find and to create jobs, primarily in the music and media industries, although the highly transferable knowledge and skills developed on the programme are relevant across the creative economy and beyond. Students taking the Music strand may go on to work as featured artists, session musicians, producers or engineers, songwriters or producers, music journalists or broadcasters, managers or agents; they may also find label or publisher roles. Students taking the Media strand, meanwhile, may find work in journalism, broadcasting, publishing, PR or online production. London is an international centre for arts and cultural management opportunities and the programme has been designed to provide an academic framework that places students in an excellent position for employment as well as self-managed portfolio careers.

17. Particular support for learning (if applicable)
Learning will be support by staff with specialist expertise in the creative industries and in entrepreneurship, and by visiting speakers from enterprise and the creative industries. The Faculty of Arts and Creative Industries is based in the Grove, an £80m hub for creative courses. The Grove contains a wealth of specialist facilities and industry-standard equipment, enabling students to shape their disciplines using the most relevant equipment and technology, with full technical support. Students who are returning to HE after some years and students whose first language is not English are especially encouraged to use the Learning Support Facilities provided by LRSS. The Campus Student Office offers on-site counselling, careers advice and disability support service.

18. JACS code (or other relevant coding system)	Media pathway: N200/P300 Music pathway: N200/W375
19. Relevant QAA subject benchmark group(s)	Music (2016); Communication, Media, Film and Cultural Studies (2016); Master's Degrees in Business and Management (2015); Masters Degree Characteristics Statement (2015).

20. Reference points
Middlesex University Regulations http://www.mdx.ac.uk/regulations/; Middlesex University Learning and Teaching Policy and Strategy; QAA Subject Benchmark Statements for Undergraduate Study in: Music (2016) and Communication, Media, Film and Cultural Studies (2016), since benchmark statements for postgraduate study in these specific areas are not yet published; Master's Degrees in Business and Management (2015); QAA Framework for HE Qualifications (National Qualifications Framework).

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum map for MA Creative Entrepreneurship

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	Viable business models appropriate for the creative industries in the digital era	C1	Understand the importance of revenue-generating and funding structures and how to work effectively within the constraints they impose
A2	The political, social, technological and economic contexts in which entrepreneurship takes place	C2	Identify intellectual property issues, prevent infringement of intellectual property rights, and understand how to take the appropriate steps to safeguard innovations
A3	The effective management of finance and financial risk for entrepreneurship	C3	Analyse and evaluate a range of business data, sources of information and appropriate methodologies, and use that research for evidence-based decision-making
A4	Legal, ethical and other regulatory frameworks, including the intellectual property framework, that affect innovation	C4	Demonstrate an awareness of both key drivers for business success and common causes of failure
A5	Methods, techniques and theoretical	C5	Produce clear, structured business

	perspectives deployed in creative entrepreneurship research and scholarship		communications in a variety of media
Cognitive skills		**Graduate skills**	
B1	Gather, evaluate and present evidence, quoting from and acknowledging appropriate sources	D1	Work effectively in collaboration with internal and/or external partners, showing the ability both to lead and to take direction as appropriate
B2	Analyse data to formulate and express relevant arguments and hypotheses	D2	Work autonomously and self-sufficiently on individual projects
B3	Assimilate information and insights from academic and industry sources and relate theory to practice	D3	Communicate effectively, both orally and in writing, demonstrating an awareness of 'audience' characteristics and responses
B4	Examine assumptions, concepts and hypotheses critically in the light of evidence, and apply insights and discoveries in one area of study to another	D4	Retrieve and generate information, and evaluate sources, through independent research
B5	Synthesise inputs (knowledge, materials, information) in order to generate outputs in written, aural, visual or practical format	D5	Demonstrate proficiency with a variety of current and emergent media technologies

Programme outcomes																			
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Highest level achieved by all graduates																			
7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7

Module Code, Title and Level	Programme Outcomes																			
	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
MGT4700 Innovation (7)		X	X	X					X	X		X		X	X	X		X		X
ACI4100 New Ventures in the Creative Economy (7)	X		X		X			X	X		X	X	X	X					X	
MGT4465 Business networks for entrepreneurs (7)		X				X	X	X	X	X						X	X	X	X	X
MKT4018 Entrepreneurship in the digital sector (7)		X	X			X	X	X	X	X	X			X		X	X		X	X
FIN4230 Entrepreneurial finance (7)			X			X					X		X	X	X	X	X	X		
MED4810 Media Start-Ups (7)	X	X		X	X	X				X		X	X	X	X		X		X	
MUS4810 Music Start-Ups (7)	X	X		X	X	X				X		X	X	X	X		X		X	
MKT4062 Innovation-driven marketing (7)						X	X	X	X	X						X	X	X	X	X
MUS4047 Major project (7)	X	X	X		X		X	X			X		X						X	X