



UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

Cert HE in Entertainment Business & Technology (HEBTFCEH)

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2023/24]

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹			
Teaching Body	LCCM			
Final Award Title and Type	Cert HE in Entertainment Business & Technology			
Course Title	Cert HE in Entertainment Business & Technology			
Course Location and Length	Campus: LCCM, Music Box, 241 Union Street, London SE1 0LR		Length: Full-time – 1 year (HEBTFCEH) Part-time – 2 years (HEBTPCEH)	
Mode of Study	Full-time	X	Part-time	X
Period of Validation	2023/24 - 2027/28			
Name of Professional, Statutory or Regulatory Body	N/A			
Type of Accreditation	N/A			
Accreditation due for renewal	N/A			
<p>Entry criteria and requirements²</p> <p>96 UCAS points from accepted Level 3 qualifications, or equivalent experience AND 4 GCSEs grade C/4 including English or equivalent (e.g. Functional Skills). AND Successful interview</p> <p>All applicants meeting the minimum entry requirements and whose application demonstrates the capability to complete this programme will be offered an interview.</p> <p>The course is taught in English. If you are not a native speaker you will need to demonstrate fluency in reading, writing and oral English at interview/application stage. You may be asked to prove this via a third party test where you should score, as a minimum, the following points: IELTS 5.5 or Duolingo 95</p>				
Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:	
Year 1 / L4	10%	40%	50%	
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:	
Year 1 / L4	18%	82%	0%	
	216 hours	984 hours	0	
General level of staff delivering the course ⁵				

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.
Language of Study	English
Subject/Qualification Benchmark Statement: QAA Subject Benchmark Statement: Business & Management 2019	
Framework for Higher Education Qualifications (FHEQ)	

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Module Code	Module title	Level	Credit value	Module type
Year 1				
			Semester 1	
HEBT4001	Foundations of Business	4	30	Compulsory
HEBT4002	Rockonomics	4	20	Compulsory
HEBT4003	The Streaming Economy	4	10	Compulsory
HEBT4004	Theories of Innovation	4	20	Compulsory
HEBT4005	Digital Product Development	4	20	Optional
HEBT4006	Event Management & Promotion	4	20	Optional
HEBT4007	Artist Development	4	20	Optional

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Programme Director, Senior Lecturer

Section B - Course Overview

Throughout the course students will learn the essentials of business and economics in the context of the Music, Entertainment & Consumer Tech industries. All modern businesses whether working in the creative sector or not engage with digital channels & entertainment content to engage customers and build loyalty. Learning how music, entertainment & streaming platforms build and attract consumers is therefore useful to inform all modern enterprises.

Students will be introduced to the basic foundations of business with a focus on key vocabulary and frameworks and practical skills like understanding cashflow and market positioning. We will develop students' academic study skills through the analysis of case studies from the entertainment and tech industries. Students will learn to research, critically analyse texts and construct arguments in written and oral forms as they investigate a series of case studies from the creative industries.

Semester 2 provides students with a compulsory module on Theories of Innovation, which introduces them to different frameworks related to how, when, where and why innovation happens. This module will help them understand some of the different tools and approaches available to contemporary businesses to navigate uncertainty and embrace the opportunities of a dynamic marketplace.

Learnings from these modules will then be applied within two practical modules of the students' choice building and developing an event, an artist project or a simple digital product, like a song, NFT, video, app wireframe etc.

Section C - Course Aims

The CertHE Entertainment Business & Technology has the following aims:

- . To help students build a foundation of knowledge in business, entertainment & digital, creative or event product delivery;
- . To help students develop frameworks for operating in uncertain and new markets;
- . To develop an understanding that change is not only inevitable but desirable and learn techniques
- for identifying and testing opportunities from such change;
- . To demonstrate how the most successful companies and businesses in history have grown through their use of transformative technology, design thinking and engaging entertainment content.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge and Understanding	
KU1	Culture: Integrate cultural influences relevant to your performance, study or practise
KU2	Industry know-how: Explain typical commercial principles and business practices.
Cognitive Skills	
CS1	Evaluation: Use appropriate skills, techniques and procedures as instructed to complete selected tasks.
CS2	Analysis: Read information objectively, leading to the formulation of a reasoned argument.
Practical Skills	
PS1	Research: Gather evidence and data for an investigation using appropriate sources and academic conventions.
PS2	Communication: Engage your intended audience with well-structured material, that is technically accurate and delivered with creative flair.
Key Life Skills	
KS1	Professionalism: Demonstrate appropriate judgement and an ability to meet expected standards for individual or group projects.
KS2	Plan: Identify priorities that enable expectations to be met, whilst maintaining momentum, focus and a work/life balance.

Learning Outcome Mapping – KS2 tested in all optional modules, all other LOs tested within compulsory modules

Section E - Learning, Teaching and Assessment

LEARNING AND TEACHING STRATEGY

We take a personalised approach to your education. You will work closely with our expert tutors, who are all experienced executives, managers or practitioners in the creative industries. We have a first-hand understanding of how our industry works and we want to pass on the skills, knowledge and connections we have made to help you launch your professional career.

Our custom-built campus provides you with a creative environment that is ideal for collaboration and first-class industry facilities, equipment and resources.

- Weekly learning in classrooms, computer labs and online collaborative workshops;
- Opportunities to collaborate and learn practical skills in our studios and venue;
- Combination of tutor-led lectures, practical workshops and discussion groups;
- Industry placements or artist collaborations to try out your new skills in a working environment;
- Field trips, networking and presentation opportunities with our industry partners;
- Regular programme of live and online industry masterclasses and guest talks.

In addition to the weekly contact teaching activities with staff, you are also expected to read extensively, schedule group work and carry out independent study to reinforce learning, collaborate and put theory into practice.

Independent study time naturally increases through the award as you begin to determine and pursue your own individual interests within the subject. From the outset you are expected to broaden and deepen your knowledge through and beyond the recommended reading lists provided.

Throughout the course you will be encouraged to collaborate with your peers and students on other degrees at LCCM. As you find yourself surrounded by talented, creative and ambitious musicians, managers and entrepreneurs you will be given opportunity and support to help put what you are learning into practice in the real world.

Extracurricular opportunities

The LCCM student body is a highly creative community and we encourage students to network internally, creating events and activities themselves. The student committee organise student social and open events in our venue, performance rooms and online channels. We have many enhancement activities that occur throughout the year, including industry guest masterclasses for the whole college and weekly open workshops to improve your skills and knowledge in a relaxed and informal setting. We encourage students to attend industry networking events and conferences, especially those that happen in London.

Assessment Strategy

Assessment supports your learning and recognises your achievement. It provides the course team with a means of evaluating your progress and identifies your strengths and weaknesses. It also provides a basis upon which recommendations for your progress can be made.

The purpose of assessment is to provide a systematic measure of your achievement, and to confirm you have met the learning outcomes of your course. Assessment can be summative, which counts towards your degree or formative, which provides opportunity for developmental feedback to help you understand where a piece of your work or a project is currently against the learning outcomes and assessment criteria and what you can do to improve it.

Summative assessment takes place through a mix of essays & reports, design and research portfolios, group and individual presentations, exams and practical projects.

Formative feedback is given to you in two ways: either verbally throughout a module based on your tutor's in-class observations of your work or in writing with indicative marks.

Each module will have specific requirements, and these will be clearly briefed at the appropriate stage in the course. At these points you will be issued with a Module Guide, that contains a summary of the learning outcomes, assessment methods, marking scheme and the work required for assessment.

Section F - Employability

You will learn to think critically and act creatively to better understand and navigate the opportunities of the emerging in contemporary enterprises with a focus on innovation:

Research, analysis and development skills

- Critical thinking and research skills
- Analysing, evaluating & communicating information

Project and personal management skills

- Communication
- Teamwork
- Management
- Leadership skills
- Problem solving and decision making
- Strategic planning
- Organisation
- Collaboration

Professional skills

- Academic and business writing & editing
- Business administration
- Numeracy
- Budgeting and financial planning skills
- Marketing communications
- Public Speaking
- Innovation
- Managing change

Further study: You will have developed the necessary academic skills to progress to an undergraduate course in subjects related to business, innovation and the creative industries. A progression pathway exists within LCCM whereby you could advance to Level 5 of the Music Business Management degree if you would like to delve deeper into the business of music, entertainment and digital content.

Section G - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from student Course representatives

Below is a list of additional markers that ensure the enhancement of teaching and learning on the course:

- All tutors working in current Industry-this ensures the course remains current and relevant to the specific fields taught
- Tutor training Days
- Programme Committee meetings of all course the Subject leaders and Student Reps
- Peer observations where one tutor observes another's lesson and gives feedback. A summary of all observations is discussed at the Programme Committee and shared with all tutor's and then fed into the Annual feedback cycle
- Tutor Report Forms – Individual report forms sent to the Programme leader. A summary of all reports is discussed at the Programme Committee and shared with all tutor's and then fed into the annual feedback cycle.
- External Examiner reports
- Internal Surveys
- NSS Surveys
- QAA Reviews
- QAA Benchmark Statements

Student Committee to gather student feedback. Reps have representation across different bodies in the College such as Academic Boards, SMTs, ASECs and Programme Committees

CertHE Entertainment Business & Technology							Contributing towards the Learning Outcomes Taught (T), Practised (P) and/or Assessed (A)							
Unit Code	Level	Module Name	Credits	Study Block 1, 2 or 3	Compulsory (C) or Elective (E)	Assessment methods*	KU1	KU2	CS1	CS2	PS1	PS2	KS1	KS2
							Culture Context	Industry know-how	Evaluation	Analysis	Research	Communicate	Professionalism	Plan
	4	Foundations for Business	20	1	C	EX, RE		TPA	TPA	TPA				
	4	Rockonomics	20	1	C	ES, PR					TPA	TPA	TPA	
	4	The Streaming Economy	10	1	O	ES	TPA	TPA	TP	P	TP	P	TP	P
	4	Theories of Innovation	20	1	C	ES, PR	TPA	TPA		TPA				
	4	Artist Development	20	2	O	PR		TPA		TPA				TPA
	4	Digital Product Design	20	2	O	PR, PO, JL			TPA				TPA	TPA
	4	Event Management & Promotion	20	2	C	PC	TP	TP	TPA	P	TP	TP	TPA	TPA

*The following codes for assessment methods apply
(additional codes can be proposed through this process, if necessary): -

AR	Artefact	LR	Literature Review
CB	Computer-based	OR	Oral
CE	Critical evaluation	PC	Practical
CS	Case study	PF	Performance
DI	Dissertation or project	PL	Placement
ES	Essay	PO	Portfolio
EX	Exam	PR	Presentation
GR	Group Report	RE	Individual report
IT	In-module Test	SP	Studio Practice
JL	Journal / Logbook	OT	Other