

Course Specification

Course Summary Information				
1	Course Title		BA (Hons) Film Business and Promotion	
2	US0883 Course Code	UCAS Code	US0883	P3N9
3	Awarding Institution		Birmingham City University	
4	Teaching Institution(s) (if different from point 3)			
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)			

6	Course Description
	<p>This BA (Hons) Film Business and Promotion degree course is a unique two-year, fast-track programme that prepares you for the business realities of film distribution and consumption in today's rapidly evolving global film marketplace. This course is part of Birmingham City University's Film Futures suite, designed with industry to reflect the growing need for entrepreneurial, business-savvy film graduates for roles within the film industry around film distribution, marketing, financing and sales.</p> <p>What's covered in the course?</p> <p>Reflecting the international nature of the film industry the course will take a worldwide perspective from the outset, looking at the international marketplace, differing international audience trends and how the industry works globally, domestically in the US, and independently in the UK.</p> <p>How you will learn: Film specific modules will provide you with a thorough grounding in theory, research practices and the current and emerging industry landscape. You will view the film business from the perspectives of key professionals in the sector, looking at film industry structure, how money flows and films are financed, to the challenge of bringing desirable film products to market and engaging audiences.</p> <p>Teaching takes place in a modern production studio based in Birmingham City Centre where you'll be provided with studio space to complete projects and access to the software you'll need for the duration of the course.</p> <p>You will participate in lectures, seminars, workshops and film screenings requiring you to interact with your peers, tutors and industry. Practitioners and professional academics with proven experience will teach you.</p> <p>Your passion for film will be nurtured, as you are encouraged to view and interact with a diverse array of film titles encouraging appreciation of film history, culture, the scope of the international market and trends in consumer tastes and viewing habits.</p> <p>Practical Application: Along the way, you'll build a tangible 'portfolio of practice' showcasing your work and proving your professionalism. Assignments reflect real-world practices and are</p>

	<p>designed to develop the critical and strategic thinking skills necessary to exploit opportunity in the sector.</p> <p>Project Experience: In addition to studying your specialism you'll be working in collaboration with your peers, who've chosen to specialise in fast-track degrees around the digital marketing, digital art, and video games industries. You will work together with expert professionals and tutors on shared projects to develop, make and deliver tangible media solutions to live briefs.</p>
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7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Film Business and Promotion	6	360
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Film Business and Promotion	4	120
	Diploma of Higher Education Film Business and Promotion	5	240
	Bachelor of Arts Film Business and Promotion	6	300

8	Derogation from the University Regulations
	Exemptions from the Common Academic Calendar.

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	2 Years
			Code(s)
			US0883

10	Entry Requirements
	<p>The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.</p>

11	Course Learning Outcomes
Knowledge and Understanding	
1	Markets: The development, access and operation of markets for resources, goods and services.
2	The role of changing technology, including emergent digital technologies, in media production, content manipulation, distribution, access and participation.
3	Finance: The sources, uses and management of finance and the use of accounting and other information systems for planning, control, decision making and managing financial risk.
4	Understand forms of communication, media, film and culture as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change.
Cognitive and Intellectual Skills	
5	Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.
6	Collate, critically evaluate and understand a variety of research material within and beyond academic literature.
7	Innovation, creativity and enterprise; the ability to act entrepreneurially to generate, develop and communicate ideas, manage and exploit intellectual property, gain support, and deliver successful outcomes.
8	Understanding techniques for researching, monitoring, reviewing and directing working methods across cultures and disciplines.
Practical and Professional Skills	
9	The ability to critically reflect on personal practice and modify accordingly.
10	The development of intellectual, practical, technical and communication skills appropriate to an informed approach to individual and collaborative practice.
11	Analyse, synthesise, resolve and strategically apply what has been learned through creative problem solving and innovative solutions.
12	Organise, test, and justify ideas and critical positions through the practical production, delivery and deployment of media assets, written reports and presentations.
Key Transferable Skills	
13	The skills to elicit the co-operation of others and work collaboratively across disciplines and cultures.
14	Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media.
15	Networking: an awareness of the interpersonal skills of effective listening, negotiating, persuasion and presentation and their use in generating business contacts.
16	Self-motivation, organisational skills and expertise in the effective planning and management of work-place projects to professional standards.

12	Course Requirements																																																
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED4148</td><td>Film Industry Primer</td><td>20</td></tr><tr><td>MED4149</td><td>Film Advertising and Audiences</td><td>40</td></tr><tr><td>MED4150</td><td>Language of Film</td><td>20</td></tr><tr><td>MED4151</td><td>Film Distribution: Planning Strategy</td><td>40</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED5206</td><td>Film Festivals</td><td>20</td></tr><tr><td>MED5207</td><td>Festival Planning</td><td>40</td></tr><tr><td>ADM5006</td><td>Collaborative Practice</td><td>40</td></tr></table> <p><i>In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED5189</td><td>Interactive Entertainment, Development and Implementation</td><td>20</td></tr><tr><td>MED5192</td><td>Narrative Entertainment Script and Production</td><td>20</td></tr></table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED6204</td><td>Film Business Landscape</td><td>20</td></tr><tr><td>MED6203</td><td>Film and Entertainment Finance</td><td>40</td></tr><tr><td>ADM6006</td><td>Major Project</td><td>60</td></tr></table>	Module Code	Module Name	Credit Value	MED4148	Film Industry Primer	20	MED4149	Film Advertising and Audiences	40	MED4150	Language of Film	20	MED4151	Film Distribution: Planning Strategy	40	Module Code	Module Name	Credit Value	MED5206	Film Festivals	20	MED5207	Festival Planning	40	ADM5006	Collaborative Practice	40	Module Code	Module Name	Credit Value	MED5189	Interactive Entertainment, Development and Implementation	20	MED5192	Narrative Entertainment Script and Production	20	Module Code	Module Name	Credit Value	MED6204	Film Business Landscape	20	MED6203	Film and Entertainment Finance	40	ADM6006	Major Project	60
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12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.



Level 4

YEAR ONE, SEMESTER ONE	YEAR ONE, SEMESTER TWO
Core Film Industry Primer (20 credits) Film Advertising and Audiences (40 credits)	Core Language of Film (20 credits) Film Distribution: Planning Strategy (40 credits)

Level 5

YEAR ONE, SEMESTER THREE	YEAR TWO, SEMESTER ONE
Core Collaborative Practice (40 credits)	Core Film Festivals (20 credits) Festival Planning (40 credits)
Optional Interactive Entertainment, Development and Implementation (20 credits) OR Narrative Entertainment Script and Production (20 credits)	

Level 6

YEAR TWO, SEMESTER TWO	YEAR TWO, SEMESTER THREE
Core Film Business Landscape (20 credits) Film and Entertainment Finance (40 credits)	Core Major Project (60 credits)

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	37%
Exam	
In-Person	63%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	250
Directed Learning	710
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	

In-Person	10%
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Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	189
Directed Learning	771
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	84%
Exam	
In-Person	16%