

#### KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Media and Communication
<b>Final award(s), title(s) and credits</b> MA Production Management (180 credits)	
<b>Intermediate award(s), title(s) and credits</b> PG Dip. Production Management (120 credits) PG Cert. Production Management (60 credits)	
<b>UCAS Programme Code(s) (where applicable and if known)</b>	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load</b> 100443
<b>External reference points</b> The UK Quality Code for Higher Education in particular: <ul style="list-style-type: none"> <li>• Part A – Setting and maintaining academic standards (Comprising)             <ul style="list-style-type: none"> <li>• Chapter A1: UK and European reference points for academic standards</li> <li>• Chapter A2: Degree-awarding bodies' reference points for academic standards</li> <li>• Chapter A3: Securing academic standards and an outcomes-based approach to academic awards</li> </ul> </li> <li>• Part B – Assuring and Enhancing Academic Quality</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> The International Moving Image Society (IMIS): <a href="http://www.societyinmotion.com">www.societyinmotion.com</a> The International Association of Film and Television Schools (CILECT): <a href="http://www.cilect.org">www.cilect.org</a>	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full time, Part time	<b>Language of delivery</b> English
<b>Typical duration</b> 1 year full-time (September start) (12 months duration) 20 months part-time (January start)	
<b>Date of first intake</b> September 2022	<b>Expected start dates</b> September January
<b>Maximum student numbers</b> 30	<b>Placements</b> n/a
<b>Partner(s)</b> n/a	<b>Partnership model</b>
<b>Date of this Programme Specification</b> February 2022	
<b>Version number</b> 1.0-0923	
<b>Approval, review or modification reference numbers</b> E212212	
<b>Author</b> Dr. Jenn Durrett	

Programme Specification – Section 1

PROGRAMME STRUCTURE

Programme Award and Title: MA Production Management								
Stage 1/Level 7								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Managing Scripted Productions	Core	40		100%		40	1.0	100443
Storytelling	Core	20		100%		20	1.0	100058
Managing Unscripted Productions	Core	40		100%		40	1.0	100443
Approaches to Industry	Core	20		100%		20	1.0	100443
<b>Progression requirements:</b> Requires 120 credits at Level 7  <b>Exit qualification:</b> Postgraduate Certificate (PG Cert Production Management) requires 60 credits at Level 7 Postgraduate Diploma (PG Dip Production Management) requires 120 credits at Level 7								

Stage 2/Level 7								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Media Production Masters Project	Core	60		100%		10	1.0	100443
<b>Exit qualification: MA Production Management</b>								

## **AIMS OF THE DOCUMENT**

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

## **AIMS OF THE PROGRAMME**

The programme emphasises the necessity of both technical and soft skill sets in successfully managing audio-visual productions, and students will develop and demonstrate both across their coursework and assessment artefacts.

Management techniques for both scripted and non-scripted content will be critically analysed and practically explored through the management of collaborative student productions.

## **ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN**

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

## **LEARNING HOURS AND ASSESSMENT**

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

## **STAFF DELIVERING THE PROGRAMME**

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

**INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES**

**LEVEL 7 INTENDED PROGRAMME OUTCOMES**

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>A1</b> Demonstrate a comprehensive practical and theoretical understanding of forms and processes within Production Management;</p> <p><b>A2</b> Demonstrate the ability to systematically produce work both individually and collaboratively that displays responsibility, creativity, and original application of knowledge;</p> <p><b>A3</b> Demonstrate critical and reflective understanding of methods within the relevant cultural, industrial and theoretical context of Production Management;</p> <p><b>A4</b> Demonstrate the conceptual understanding necessary to manage the production of an audio-visual artefact to professional industry standards.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminars (A1 – A4);</li> <li>• workshops (A1 – A4);</li> <li>• group projects (A1 – A4);</li> <li>• independent research (A1 – A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (A1 – A4);</li> <li>• Masters project (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<p><b>B1</b> critically evaluate theory and practice;</p> <p><b>B2</b> analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence;</p> <p><b>B3</b> integrate and synthesise evidence from a range of sources to support findings, proposed solutions and hypotheses;</p> <p><b>B4</b> manage complexity, uncertainty and ambiguity;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 - B4);</li> <li>• seminars (B1 – B4);</li> <li>• directed reading (B1 – B4);</li> <li>• independent research (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (B1- B4);</li> <li>• coursework essays (B1 – B4);</li> <li>• Masters project (B1 – B4).</li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>

## Programme Specification - Section 1

<p><b>C1</b> demonstrate the application of their skills through the management of audio-visual productions;</p> <p><b>C2</b> demonstrate the advanced capability to practice their role in a professional context;</p> <p><b>C3</b> demonstrate capabilities of production management reflecting mastery of production management techniques</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• seminars (C1 - C3);</li> <li>• workshops (C1 – C3);</li> <li>• independent research (C1 – C3);</li> <li>• group projects (C1 – C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (C1 – C3);</li> <li>• coursework essays (C1 – C3);</li> <li>• Masters project (C1 – C3).</li> </ul> <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>D1</b> demonstrate an ability to work collaboratively within complex and unpredictable situations showing skills of negotiation and compromise;</p> <p><b>D2</b> demonstrate the ability to evaluate their work in a reflexive manner;</p> <p><b>D3</b> demonstrate skills in communicating effectively, within both academic and professional contexts;</p> <p><b>D4</b> demonstrate skills of adaptability, flexibility and entrepreneurship;</p> <p><b>D5</b> demonstrate the ability to deliver work to a given brief and deadline;</p> <p><b>D6</b> demonstrate the ability to manage and substantiate complex collaborative projects.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1- D2, D5 – D6);</li> <li>• seminars (D1- D6);</li> <li>• workshops (D1 – D6);</li> <li>• group work (D1, D3 – D6);</li> <li>• independent research (D2 – D3, D5 – D6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (D1 – D6);</li> <li>• coursework essays (D2, D3, D5);</li> <li>• Masters project (D1 – D6).</li> </ul>

### LEVEL 7/PG Dip INTENDED OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>A1</b> Demonstrate practical and theoretical understanding of forms and processes within Production Management;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>

## Programme Specification - Section 1

<p><b>A2</b> Demonstrate the ability to systematically produce work both individually and collaboratively that displays responsibility and creativity;</p> <p><b>A3</b> Demonstrate critical and reflective understanding of methods within the relevant cultural, industrial and theoretical context of Production Management;</p> <p><b>A4</b> Demonstrate the conceptual understanding necessary to manage the production of an audio-visual artefact.</p>	<ul style="list-style-type: none"> <li>• lectures (A1 – A4);</li> <li>• seminars (A1 – A4);</li> <li>• workshops (A1 – A4);</li> <li>• group projects (A1 – A4);</li> <li>• independent research (A1 – A4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (A1 – A4);</li> <li>• Masters project (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>B1</b> critically evaluate theory and practice;</p> <p><b>B2</b> analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1 – B2);</li> <li>• seminars (B1 – B2);</li> <li>• directed reading (B1 – B2);</li> <li>• independent research (B1 – B2).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (B1- B2);</li> <li>• coursework essays (B1 – B2);</li> </ul>
<p><b>C: Practical skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>C1</b> demonstrate the application of their skills through the management of audio-visual productions;</p> <p><b>C2</b> demonstrate a developing capability to practice their role in a professional context;</p> <p><b>C3</b> demonstrate developing capabilities of production management techniques.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• seminars (C1 - C3);</li> <li>• workshops (C1 – C3);</li> <li>• independent research (C1 – C3);</li> <li>• group projects (C1 – C3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• portfolios (C1 – C3);</li> </ul>

**Programme Specification - Section 1**

	<ul style="list-style-type: none"> <li>coursework essays (C1 – C3);</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p><b>D1</b> demonstrate an ability to work collaboratively, showing developing skills of negotiation and compromise;</p> <p><b>D2</b> demonstrate the ability to evaluate their work in a reflexive manner;</p> <p><b>D3</b> demonstrate skills in communicating effectively, within both academic and professional contexts;</p> <p><b>D4</b> demonstrate skills of adaptability, flexibility and entrepreneurship;</p> <p><b>D5</b> demonstrate the ability to deliver work to a given brief and deadline;</p> <p><b>D6</b> demonstrate the ability to manage collaborative projects.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>lectures (D1- D2, D5 – D6);</li> <li>seminars (D1- D6);</li> <li>workshops (D1 – D6);</li> <li>group work (D1, D3 – D6);</li> <li>independent research (D2 – D3, D5 – D6).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>portfolios (D1 – D6);</li> <li>coursework essays (D2, D3, D5).</li> </ul>

## Programme Specification - Section 1

### Programme Skills Matrix

Units		Programme Intended Learning Outcomes																	
		A 1	A 2	A 3	A 4		B 1	B 2	B 3	B 4	C 1	C 2	C 3	D 1	D 2	D 3	D 4	D 5	D 6
L E V E L 7	Managing Scripted Productions	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x
	Storytelling		x				x	x	x	x				x	x	x	x	x	
	Managing Unscripted Productions	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x
	Approaches to Industry						x	x	x	x		x		x	x	x	x	x	
	Media Production Masters Project	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x



## **ADMISSION REGULATIONS**

The regulations for this programme are the University's Standard Undergraduate Admission Regulations with the following amendments:

1. Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are:
  - IELTS (academic) 6.0 (with a minimum of 5.5 in each of four categories) *or* TOEFL (paper-based) 575 (with a minimum of 48 in each of three categories and an essay rating of at least 4) *or* TOEFL (internet-based) 90 with a minimum of 22 in each element, or direct equivalent.
2. Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Faculty of Media and Communication at Bournemouth University.

The University Standard Admission Regulations are available online at <https://intranetsp.bournemouth.ac.uk/Documents/arpp31.aspx>

## **PROGRESSION ROUTES**

Students who have successfully completed an undergraduate degree in a related subject at Bournemouth University, and IELTS at 6.0 with no lower than 5.5 in each separate sub-element, will be automatically accepted for entry to the MA Post Production Editing.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this programme may be subject to change. Where this happens, students will be informed and supported by the Faculty as early as possible.

## **ASSESSMENT REGULATIONS**

The regulations for this programme follow the University's standard assessment regulations.

## **WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS**

None