

# Programme Specification

## BA (Hons) Arts and Event Management



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a 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.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

## ARTS UNIVERSITY BOURNEMOUTH

### PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Arts and Event Management** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

<b><u>Key Course Information</u></b>	
Final Award	BA Honours
Course Title	Arts and Event Management
Award Title	BA (Hons) Arts and Event Management
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of:	Media and Performance
<i>Contact details:</i>	
Telephone number	01202 363270
Email	<a href="mailto:FacultyOfficeMediaandPerformance@aub.ac.uk">FacultyOfficeMediaandPerformance@aub.ac.uk</a>
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statements	Art and Design; General Business and Management; Hospitality, Leisure Sport and Tourism
UCAS code	WN12
Language of study	English
External Examiner for course	Teresa Moore Bucks New University
	<i>Please note that it is not appropriate for students to contact external examiners directly</i>
Date of Validation	2002
Date of most recent review	2009
Date programme specification written/revised	Revised September 2014

## **Course Philosophy**

The course exists to prepare students for careers in the management of the arts and creative industries, balancing the needs of the arts and creative industries sectors for innovators, entrepreneurs and managers with the students' needs to develop initiative and a personal critical approach to creative challenges, including the organisation of live arts events.

The arts and creative industries sectors have developed through a combination of passion for developing creative activities together with a developing understanding of the management processes and disciplines required to turn ideas into events. Whilst part of the sector has been grant-aided, a growing part of the industry has been entrepreneurial. The course reflects the entrepreneurial nature and requirements of the industry, through study in specific units across all three years. Our definition of entrepreneurialism is that it is an approach rather than a discipline, an approach that includes identifying or creating new opportunities or ideas, planning ways of implementing them and assessing and embracing manageable risks as part of the process.

This approach is summed up by the term 'creative entrepreneurship' – a development of 'cultural entrepreneurship' introduced to the course five years ago. At the core of 'creative entrepreneurship' is a commitment to learning by doing. We believe there is no substitute for practical experience in developing skilled creative managers. To achieve this goal, great emphasis is placed on the development of the students' abilities through engagement in the creation and organisation of live arts events of all kinds from conception to realisation, working to professional standards. The exceptionally high practical content is a unique and defining feature of the course.

The 'learning by doing' ethos is underpinned through engagement with current management theory and practice. Whilst students need a thorough grounding in the principles of management and marketing, they also need the opportunity to reflect on and test these principles in practice. This is achieved by developing solutions to problems specific to their individual art-form and creative interests. The emphasis on practice in project work is further reinforced by an integral work placement in order to develop excellent levels of employability. Theoretical work is approached in the context of the specific needs of arts and event managers and is related to practical application, such that, for example, a lecture about contracts enables students to have confidence in writing a contract for a performer appearing in an event they are organising.

The course team believes that the arts are not limited by traditional definitions of cultural activity, and promotes a definition which embraces innovation and experiment, explores cross-cultural and hybrid forms and encourages the widest participation. This often involves students working with colleagues in other courses such as graphics, illustration, fine art, costume and fashion. The course's live project work units encourage cross-course collaboration and complementarity. Through their projects, Arts and Event Management students often create platforms for students' work in other disciplines and whilst this is not a course objective, staff actively encourage this practise.

Creative practice in the arts cannot be separated from its cultural context, which places a responsibility on those working in the arts to address political and social issues and if necessary challenge the status quo and promote change. Consideration is given to the importance of audiences and the need to create cultural events which do not just respond to the expectations of particular audiences but also challenge them. The course encourages awareness of changing cultural policies and engagement in current debates about issues such as entrepreneurship, multiculturalism, identity, diversity, access and cultural regeneration. The course recognises that students will wish to work in many and varied roles within the arts and creative industries, and will have to assimilate social and technological changes during the course of their careers. For some students it may also be a platform from which to progress to further academic study, for example at MA level in Arts or Cultural Management.

The course encourages collaboration and partnership, through project work, research and work placements. Established links with community, arts and creative industry organisations enable students to engage in arts projects with social, educational and commercial aims. The relationships developed over the past 16 years with cultural organisations are formalised through the Industry Liaison Group, which has about 50 members whose views are canvassed to ensure the continuing relevance of all aspects of the course.

### **Course Aims**

To develop critically informed and resourceful graduates who have the ability to conceive, plan and manage a range of innovative live arts events and arts and creative industries organisations, and the ability to be reflective about their practice and the environment they work in and take responsibility for their personal development in the longer term. The course encourages leadership, creative entrepreneurialism, the development of professional skills and knowledge and the opportunity to apply them to the management of live arts events.

### **Course Outcomes**

By the end of the course you will be able to:

1. Demonstrate a broad knowledge and understanding of the arts and the workings of the arts and cultural sectors within a social and political framework, taking account of stakeholder interests.
2. Demonstrate effective project management through the creation, planning, organisation and execution of a range of arts-related events.
3. Contextualise their knowledge of arts production within a framework of cultural theory and organisation, and undertake in-depth research into an aspect of current arts practice.
4. Promote arts and events, devise and implement marketing plans, manage media design and production, and undertake and evaluate market research.

5. Manage complexity, uncertainty and diversity in individual and group projects with consideration of the arts management environment.
6. Understand the principles of leadership, creativity, innovation and entrepreneurship and have had the opportunity to explore these through the planning and delivery of live projects.
7. Understand human resource management issues within the arts and cultural context and have had some experience of managing human resources.
8. Financially manage arts related events and follow key accountancy procedures, and research and apply for sources of funding for the production of arts events.
9. Understand the potential of design and information technology in the arts production environment and demonstrate proficiency in the use of relevant applications.
10. Understand the technical and production processes and the legal requirements that relate to arts management and the production of arts events.
11. Demonstrate effective management and communication skills and take responsibility for personal and professional development in the longer term.

### **Reference Points**

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design, with additional reference to selected elements of General Business and Management, and of Hospitality, Leisure, Sport and Tourism
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

AUB Learning and Teaching Strategy

AUB Strategic Plan

AUB Employability Framework

### **Learning, Teaching and Assessment**

#### **Learning and Teaching Strategies**

The course objectives are met by deploying a wide variety of teaching and learning methods including projects, lectures, seminars, group critiques and tutorials. In consultation with the Course Leader, staff are responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience.

The methods employed induct you to the disciplines required of a creative practitioner and promote the development of transferable skills.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured

progressively to provide increased opportunities for independent learning as you reach the later stages of the course.

The progressive promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals. The teaching in Level 4 is directed at providing you with the knowledge, concepts and skills to take increasing responsibility for the management of your own learning.

Teaching is directed at supporting individual engagement in learning although there will be opportunities for you to work in teams to enable you to learn the value of peer co-operation.

The integration of theory and practice is promoted and reinforced through a team teaching approach. Lectures, seminars and tutorials may be delivered by team members, as appropriate, in the creative environment of the studio.

### **Assessment**

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are \*2, \*5 and \*8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your unit marks at Level 6.

For further information on progression, awards and classifications, please visit <https://my.aub.ac.uk/viewpoint/>

### **Course Structure**

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

## **Course Content**

### **Level 4**

Following induction, you are introduced in Level 4 to the principles of arts management and marketing, and begin to explore critical theory and the application of research and study skills in an arts and cultural context. You develop skills in key digital media applications and see how they apply to arts management. Taught classes and workshops are reinforced by visits to practitioners and exposure to performances and exhibitions. Guided production projects, undertaken in small teams in the second half of the year, provide a practical focus for the application of knowledge and skills acquired from all strands of the course, but particularly build on the management tools and legal framework introduced earlier in the year. Further exposure to the professional context is developed throughout the year through the Arts Industry Unit.

### **Level 5**

In Level 5 you progress to more specialist study in the main themes of the course over the first two terms, building on concepts and skills learnt in Level 4. Live events become more complex or larger in scale but continue to be managed by small teams. The Research into Contemporary Practice unit prepares you for the Level 6 extended writing assignment. In the summer term a work placement of approximately 6 weeks duration allows what has been learnt so far to be applied, tested and developed in the professional environment of an arts organisation.

### **Level 6**

In Level 6 you are expected to take considerable responsibility for your own learning, and are challenged to think conceptually and strategically about your chosen profession. Strategic management and marketing issues are debated in the Strategic Arts Management Unit, whilst two extended pieces of work demand sustained

commitment: independent research leading to the Dissertation/Research Project, and the management of the production of a major arts project.

### **Course Units**

<b>Unit code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
AEP450	Introduction to Creative Arts Marketing	20
AEP451	Culture and Society	40
AEP452	Fundamentals of Arts Management Practice	40
AEP453	The Arts Industry	20
<b>Level 5</b>		
AEP550	Research into Contemporary Practice	40
AEP551	Arts Programming, Planning and Production	40
AEP552	Work Placement	40
<b>Level 6</b>		
AEP650	Strategic Arts Management	20
AEP651	Dissertation/Research Project	40
AEP657	Creative Business Planning	20
AEP653	Major Project	40

**Course Diagram**

This schematic diagram shows the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Induction week	<b>AEP451 Culture and Society</b> (40 credits)										A 1											A 2								
	<b>AEP452 Fundamentals of Arts Management Practice</b> (40 credits)																A 1											A 2		
	<b>AEP450 Introduction to Creative Arts Marketing</b> (20 credits)														A 1	<b>AEP453 The Arts Industry</b> (20 credits)														A1

A1 = first assessment

A2 = second assessment (if more than one assessment for unit)

Level 5																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>AEP551 Arts Programming, Planning and Production</b> (40 credits)										A 1											A 2	<b>AEP552 Work Placement</b> (40 credits)  <i>Introduced in week 5</i>								A1
<b>AEP550 Research into Contemporary Practice</b> (40 credits)										A 1						A 2														

A1 = first assessment

A2 = second assessment (if more than one assessment for unit)

Level 6																																				
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
<b>AEP653 Major Project</b> (40 credits)																												A1								
<b>AEP650 Strategic Arts Management</b> (20 credits)												A1																								
<b>AEP651 Dissertation/Research Project</b> (40 credits)																				A1																
																						<b>AEP657 Creative Business Planning</b> (20 credits)							A1							

A1 = first assessment

A2 = second assessment (if more than one assessment for unit)

## **Resources**

### **Specialist resources:**

Mac suite with 20 iMacs  
Production office with 10 PCs  
Phone room with three dedicated student lines  
Photocopier

### **University Resources:**

#### **Library**

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. As part of the AUB's Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including e-books and e-journals. The Library's facilities include computers, viewing rooms, a presentation space and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

#### **Information technology**

The University provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: [itcshelpdesk@aub.ac.uk](mailto:itcshelpdesk@aub.ac.uk)

#### **Museum of Design in Plastic (MoDiP)**

MoDiP is a registered museum of 20<sup>th</sup> and 21<sup>st</sup> century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at Arts University Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work
- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the [Plastics Network](http://www.plasticsnetwork.org) website ([www.plasticsnetwork.org](http://www.plasticsnetwork.org)).

## **The Gallery**

The gallery is a major resource for contemporary visual art at Arts University Bournemouth and has received regional and national recognition. There are regular gallery events, including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University.

**text + work** is the ethos which underpins the exhibition programme at Arts University Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

## **Student Support**

### **Academic Guidance**

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

## **Career Education, Information and Guidance**

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Officer holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

### **Support for students with disabilities (including dyslexia)**

The Arts University Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quicksan' screening programme when they join the University. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support.

The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make "reasonable adjustments" to ensure that these students can access education and related services. If you feel that some aspect of the learning,

teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact [wellbeing@aub.ac.uk](mailto:wellbeing@aub.ac.uk) or telephone 01202 363291.

### **Support for students for whom English is a second language**

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, your EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

### **Pastoral support and guidance**

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a “one off” consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

### **Monitoring the quality of your course**

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 QAA Quality Code.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey
- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise, which is monitored by the University. Your student representatives can keep you informed about progress against the action plan.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

### **Indicators of Quality and Standards**

The Arts University Bournemouth was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013. All students on taught higher education courses are enrolled on a course validated by the University.

The University was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

More detailed information is available in the following documents, which are available on the AUB Intranet:

- Online course information
- Unit Handbooks
- HE Student Regulations: Quick guide to the regulations
- Undergraduate Regulatory Framework and Assessment Regulations