1.	Programme Title	BA (Hons) Architecture
		BA (Hons) IDEAs
2.	Unit Title	Introduction to Professional and Business Practice
3.	HE Level	UG 1 - FHEQ Level 4
4.	Unit Code	ARC16102
5.	Credit Value of Unit	15
6.	Unit Type	Mandatory
7.	Unit Tutor	Malachy McAleer

8. Indicative Notional Learning Hours				
Staff – Student Contact		**Independent Study Hours**		
Classes (e.g. lectures, seminars and supervised group activity)	31	**Independent Study** (e.g. project development, reading, research and work on online forums)	46	
Supervised Access to Resources	14	**Preparation for Assessment**	40	
		Unsupervised Access to Resources	19	
Total	45		105	

9. Unit Introduction

This is a lecture and workshop-based unit introducing forms of practice, professionalism and critical reflection.

This unit provides the opportunity to observe the subject area of architecture / urban landscape architecture and design: their history and current position, their national and international perspectives, their uniqueness and commonalities, their success and failures.

This unit will introduce students to techniques for identifying trends and translating these into viable practice/business concepts. Students will gain a basic overview of different business models, funding schemes, budgeting and business planning from an entrepreneurial perspective as they apply to architecture, urban landscape architecture and design. The knowledge, understanding and skill-set gained through this unit will equip students to prosper in the future whether in professional practice, in employment or self-employment, as an intrapreneur or entrepreneur, working for a commercial or social enterprise in the context of the global economy, society and environment.

10. Aims of the Unit

- Introduce basic principles of professionalism, codes of conduct and legal responsibilities;
- Build subject specific knowledge by exposing students to diverse, related contexts in architecture, landscape, design and related built environment fields;
- Provide a platform for debate, where students feel their voice and views have value, and where they can explore new concepts as they develop their own views and positions on the field they wish to enter;
- Encourage student engagement with a range of research methods, critical

analysis and evaluation within the creative disciplines of architecture, landscape and design.

11. Indicative Content

Sector specific organisational structure: professional and legal responsibilities;

Business skills for the creative industries, including introduction to the means for:

- Articulating the creative process;
- Acquiring methodologies for an effective creative process;
- Systematic innovation;
- Thinking strategically;
- Becoming more open minded and commercially aware;
- Developing entrepreneurship: tracking trends and identifying opportunities, identifying markets and communicating with specific audiences;
- Recognising and protecting intellectual property;
- Team working and collaboration;
- Encouraging interdisciplinarity;
- Planning and managing projects;
- Practising ethically;
- Acquiring basic sales and pitching techniques.

12. Unit Learning Outcomes
In order to successfully satisfy the learning outcomes students are required to engage with the process of learning. The learning outcomes refer to developing the following attributes and must be read in conjunction with these:

GA1.2 Ability to apply a range of communication methods and media to present design proposals clearly and effectively;

GA1.4 Ability to evaluate evidence, arguments and assumptions in order to make and present sound judgments within a structured discourse relating to architectural culture, theory and design;

GA1.5 Knowledge of the context of the architect and the construction industry, and the professional qualities needed for decision making in complex and unpredictable circumstances;

GA1.6 Ability to identify individual learning needs and understand the personal responsibility required for further professional education.

Learning Outcome	Marking Criteria	
On completion of this unit students will have demonstrated:		
1 knowledge of the nature of professionalism and the duties and responsibilities of practitioners to users, constructors, co-professionals and wider society; **(ref: ARB/RIBA GC6.1)**	☒ Research ☒ Analysis ☒ Subject Knowledge ☒ Experimentation	☐ Technical Competence ☐ Communication & Presentation ☒ Personal & Professional Development ☐ Collaborative and / or Independent Professional working

2 Engagement with current debates, e.g. ethics, social and environmental impact and sustainability, in design and/or communication media; **(ref: ARB/RIBA GC5.2, GC6.3)**	☒ Research ☒ Analysis ☐ Subject Knowledge ☒ Experimentation	☒ Technical Competence ☒ Communication & Presentation ☒ Personal & Professional Development ☐ Collaborative and / or Independent Professional working
3 understanding of entrepreneurship and its relationship to creativity, innovation, intellectual property rights and wealth creation;	☒ Research ☒ Analysis ☒ Subject Knowledge ☐ Experimentation	☐ Technical Competence ☐ Communication & Presentation ☒ Personal & Professional Development ☐ Collaborative and / or Independent Professional working
4 Knowledge of the building industry (personnel, organisations and activities) **(ref: ARB/RIBA GC6.2)**	☐ Research ☒ Analysis ☒ Subject Knowledge ☐ Experimentation	☒ Technical Competence ☒ Communication & Presentation ☒ Personal & Professional Development ☒ Collaborative and / or Independent Professional working
5 The ability to critically reflect upon the knowledge gained and to explore different ways of communicating these concepts.	☐ Research ☒ Analysis ☐ Subject Knowledge ☐ Experimentation	☐ Technical Competence ☒ Communication & Presentation ☒ Personal & Professional Development ☒ Collaborative and / or Independent Professional working

Please see the Project Brief for a more detailed explanation of the relationship between learning outcomes and marking criteria.

13. Learning and Teaching Methods
This unit will be delivered using a combination of:
- Briefings ⊠
- Lectures ⊠
- Project work ☐
- Seminars ⊠
- Workshops ⊠
- Group work ⊠
- Online activity ⊠
- Individual Presentations and critiques ⊠
- Group presentations and critiques ⊠
- Self-directed independent study ⊠
- Other (describe below) ☐

14. Assessment Methods

Assessment Task
Researched and written essay (approx. 2000 words)

This unit is assessed holistically (100% of the unit). All ARB assessment criteria must be achieved to pass this unit.

All learning outcomes must be achieved to pass this unit.

15. Reading and Resource List

Anderson, C. (2009) *Free: How Today's Smartest Businesses Profit by Giving Something for Nothing* New York: Hyperion.

Brynjolfsson, E and A. McAfee (2012) *Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity and Irreversibly Transforming Employment and the Economy* Cambridge, MA: Digital Frontier Press.

Castells, M. (2010) *The Information Age: Economy, Society, and Culture* Vol. 1 The Rise of the Network Society.

Osterwalder, A. & Y. Pigneur (2010) *Business Model Generation: A Handbook for visionaries, Game changers and Challengers* Hoboken: John Wiley and Son.

Ostime, N. (2013) RIBA Job Book RIBA Publishing

Ostime, N. (2013) Handbook of Practice Management RIBA Publishing

Ries, E. (2011) *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses* St. Ives, Cornwall: Penguin.

Landscape architecture: elements and areas of practice - an educational framework http://www.landscapeinstitute.org/publications/downloads.php

LI Code of Conduct http://www.landscapeinstitute.org/PDF/Contribute/Publicfacingdocument-finalversion-May2012-pr.pdf

www.gov.uk/browse/business/setting-up

Further Reading and Resources Further reading and resources will be identified in your Brief.