Unit Title	Management Skills for creative industries (blended)
FHEQ Level	Level 5
Unit Code	EDGM20203
Credit Value	15
Unit Type	Elective

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent study	90
Supervised access to Ravensbourne resources		Preparation for assessment	22.5
Total		150	

Unit Description

This unit is designed to provide students with background knowledge and understanding of business, the functions of an organisation and the wider business context in which they operate.

Whether you work for a business, decide to setup your own business or decide to stay self-employed; it is always beneficial to have knowledge in basic business skills. This will also enable you to develop and recommend suitable solutions that meet the business needs in a wider context. Although this does not mean you will become an expert in these areas, will provide you with a good starting point and valuable professional knowledge.

This unit will develop valuable skills such as project management, business management, accounting and business operations.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The aim of this unit is to support students in developing skills and support them with a context which will enable them to understand business operations more effectively. It will also enable them to gain important professional skills.

- Management Information Systems
  - Organisations and their structure
- Project Management
- Business Strategy
- Strategic Analysis Tools
- Intellectual Property
- Financial Disclosure
- Data protection
- Health and Safety
- Human Resources Management
- Code of conduct
- Introduction to business management
- Basics of Accounting and Finance

Unit Aims

To evaluate the activities underpinning business operations

To reflect upon application of Project Management techniques and Management Information Systems

To demonstrate an understanding of basic accounting principles

To understand the importance of compliance and regulations

To understand the compliance with data protection, copyright and intellectual property

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling for Influence
Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form. Related Principle: ADVOCATE

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LO 6 Critical and creative mindsets Analyse conceptions of diverse practice and use this to inform a course of action
Related Principle: ORIGINATE

LO 7 Employability
Demonstrate professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.
Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Coursework based on case study	Pass/Fail
Presentation on a selected topic	Pass/Fail

Indicative Assessment Criteria

Evaluate various financial statements such as Balance Sheet, Profit and Loss statements (LO1)

Explain different types of organisations (LO5)

Demonstrate the relationship between different functions within a business (LO5)

Analyse intellectual property rules and data protection cases (LO6)

Explain financial disclosure legislation (LO1)

Discuss health and safety rules (LO1)

Understand the importance of codes of conduct (LO1)

Conduct a SWOT analysis of a selected business (LO6)

Explain Project Management methodologies and Project Lifecycle (LO7)

Conduct Porter's five forces and PESTLE analysis (LO6)

Essential Reading list

WORTHINGTON, I. and BRITTON. C. (2014) The Business Environment. 7th Ed. Harlow Pearson.

Atrill, P. and McLaney, E. Accounting and Finance for Non- Specialists. (11th Edition), Pearson Education, 2018.

Recommended reading
Newton, Richard. Project Management: Step by Step How to Plan and Manage a Highly Successful Project. Pearson, 2017.

BARON, P. (2012) Business and its Environment. 7th Ed. London: Prentice Hall.

Bott M. F. Professional Issues in Information Technology, The British Computer Society, 2nd Edition, 2014.