

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Science (Honours) Creating Computing Awarded by University for the Creative Arts (UK)
Module Title	CoLAB 01 (Diverse Practice)
Module Syllabus No. (if any)	CCOM5003
Content	<p>What do we do? In CoLAB 01 (Diverse Practice) you will develop your creative practice and your business skills, as you learn about business management, project planning, pitching, tendering and fees.</p> <p>Why do we do it? This unit gives you the skills to work in and lead a team. It helps you appreciate how the different skills of team members can support and complement each other, and how you can use that diversity for maximum collective productivity. These skills will be invaluable to you when you complete the course and begin to work in practice, either as part of a larger corporation, or through freelance and small enterprise.</p> <p>How do we do it? You will work through a model business scenario, learning about a range of practice models, so that you can identify, engage with, and use the most relevant elements of in your own practice.</p>
No. of Teaching Hours	36 hours
Teaching Methods	Lectures, workshop, group presentations
Assessment Methods and Weightages	100% coursework
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Levinson, J. (2011) The Best of Guerrilla Marketing: Guerrilla Marketing Remix, Entrepreneur Press
Additional Reference Texts (if any)	<p>Ries, E (2011) The Lean Start Up, Random House</p> <p>Rodgers, P. (2010) Digital blur: creative practice at the boundaries of architecture, design and art. Faringdon.</p> <p>Rosamund, D. (2013) Introducing the creative industries; from theory to practice. London; Thousand Oaks</p> <p>Tabaka, J (2006) Collaboration Explained: Facilitation Skills for Collaborative Leaders. Addison Wesley</p>
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Identify between key business and design practice skills and knowledge.
2	Work as part of a team to develop complex and comprehensive business proposals, in line with current design practice conventions.
3	Demonstrate an appreciation of the importance of communication, planning, teamwork and leadership, to the successful running of a design practice.
4	Differentiate between key business and design practice skills and knowledge.
5	To explore a number of theoretical, and philosophical contexts to the human – computer relationship.
6	To explore several theoretical ethical contexts to the human computer relationship.
7	To emphasise and expand research and communication skills and methodologies that respond to academic conventions.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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8	To embed an appreciation of research and debate as a means of exploration of complex topics.
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