

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Arts Creative Business Management Awarded by University for the Creative Arts (UK)
Module Title	Final Creative Business Project
Module Syllabus No. (if any)	ECBM7007
Content	<p>The Final Creative Business Project unit is the culmination of your studies and will form a framework for the central ideas and concepts developed throughout your MA. Building on your Project management knowledge from previous units, you will be expected to demonstrate the ability to integrate and apply academic and practical knowledge at a strategic level, often valued by business consultancy organisations and employers. The outcome will demonstrate evidence of advanced conceptual, theoretical and technical capability over an extended period of self-directed study. You should draw upon your supporting work developed in earlier units to give an overview of your MA project from inception to conclusion. Consideration should be given to the relationship between the theoretical discourses pursued within your studies and the practical manifestation of your final creative business project.</p> <p>Your project should be regarded as an exercise in the analysis, interpretation and presentation of information, observations, creative ideas and proposals related directly to a Creative Business specific context. As such, the format of the final submission is flexible to allow you to present your individual project in a context appropriate to your topic and findings. This is a negotiated project, which can evolve from your previous experience working as a business practitioner in the creative industries, or can be delivered as a business start- up project or a consultancy project.</p> <p>This unit is largely self-directed, although you will be supported through tutorials.</p>
No. of Teaching Hours	72 hours
Teaching Methods	Lectures, workshop
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	Burtonshaw-Gunn, S. (2010) Essential Tools for Management Consulting: Tools, Models and Approaches for Clients and Consultants. London: Wiley.
Additional Reference Texts (if any)	Cottrell, S. (2014) Dissertations and Project Reports: A Step by Step Guide. London: Palgrave. Wickham, P.A. and Wickham, L. (2008) Management Consulting (3rd Ed.) Harlow: Prentice Hall, Financial Times.
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Justify a disciplinary-relevant project, including its aims, scopes and objectives.
2	Self-manage research, including managing the supervisory process and reflecting critically on the work undertaken.
3	Further develop an understanding of the processes involved in negotiating the scope, approaches and interventions of a bespoke project and managing these effectively to meet agreed expectations.
4	Apply skills and experience to implement a viable creative business project
5	Present a critical written account of the project which meets the requirements of both a practitioner and academic audience, which is viable within the context of the organisation's resources and competency

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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6	To enable you to develop a critical appreciation of consultancy, both internal and external, and its strategic significance for an organisation's future development and potential growth To allow you to appreciate the integrated, multi-disciplinary nature of organisations
7	To bridge the gap between academic learning and the real world of organisations, in the creative industries To demonstrate how you retrieve and evaluate information from a range of sources to underpin academic research activity.
8	To present how to identify and synthesise the relevant conceptual and methodological techniques from the master's degree course, using a range of sources and data, and then how you apply them to a case organisation in the creative industries

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