

READING LIST

Essential

Allan, Stuart. *Online News: Journalism and the internet* (Open University 2006)

Banks, David and Hanna, Mark. *McNae’s Essential law for journalists* (Oxford: OUP, 20th Edition, 2009)

Barrow, Colin, Barrow, Paul and Brown, Robert. *The business plan workbook – 4th Ed* (Business enterprise guides: Kogan Page, 2001)

Hicks, Wynford. Adams, Sally. Gilbert, Harriet and Holmes, Tim. *Writing for journalism (media studies)* (Routledge, 2nd edition, 2008)

Martin, Roger. *The design of business: why design thinking is the next competitive advantage* (Boston: Harvard Business School Press, 2009)

Parish, David. *T-Shirts and Suits: A guide to the business of creativity*, (Liverpool: Merseyside ACME, 2006 - Electronically available at www.merseysideacme.com)

Smith, Jon and Butcher, Joanne. *Essential Reporting: the NCTJ guide for trainee journalists* (Sage Publications, 2007)

Stokes, David R. *Small Business management - 4th ed*, (Continuum, 2002)

Wilkins, Lee and Christians, Clifford G. (eds) *Handbook of Media Ethics* (Routledge, 1st edition, 2008)

Background

Abbott, Robert J. *Art and reality: the new standard reference guide and business plan for actively developing your career as an artist*, - 2nd ed. (Seven Locks Press, 1997)

Barrow, C. Brown, R. and Clarke, L. *Business Enterprise Handbook* (Kogan Page, 2001)

Burke, Sandra. *Fashion Entrepreneur: Starting your own fashion business*. (New Zealand: Burke Publishing, 2008)

Barrow, Colin. *Financial management for the small business - 5th ed*. (Kogan Page, 2001)

Beaver, Graham. *Small business, entrepreneurship and enterprise development* (Financial Times Prentice Hall, 2002)

Blackwell, Edward. *How to prepare a business plan - 4th ed*, (Kogan Page, 2002)

Burns, Paul. *Entrepreneurship and small business*, (Palgrave Macmillan, 2001)

Caplin, Lee [edited by] *The Business of Art - 3rd ed*. (Prentice Hall, 1998)

Carroll, Archie B. and Buchholtz, Ann K. *Business & society: ethics and stakeholder management 5th ed*. (South-Western College Pub.Thomson Learning, 2003)

Covello, Joseph A. and Hazelgren, Brian. *Your first business plan 4th ed*. (Sourcebooks, 2002)

Deakins, David and Freel, Mark. *Entrepreneurship and small firms - 3rd ed*. (McGraw-Hill Education, 2003)

Farley, Rebecca. [edited by] *AN essentials* - 1999

Hadley, Daniel. *Boost your performance: writing your marketing action plan*, Welsh Assembly Government, 2004 (Scottish Arts Council, 2002)

Jones, Chris. *The Guerilla Filmmaker’s Handbook* (New York, Continuum, 2006)

Jones, Chris. *The Guerilla Filmmaker’s Movie Blueprint* (London: Continuum, 2003)

Kogan, Helen. [edited by] *How to set up and run your own business - 16th ed*, (2000 Kogan Page)

Mornement, Caroline. [edited by] *Second steps: a guide to setting up a business in the craft world, [3rd ed.]*BCE, 2003

NESTA *Launch your own successful business*. (UK: NESTA, 2009 – available under a Creative Commons Licence)

Paton, Rob. *Managing and measuring social enterprises*, (SAGE, 2003)

Shaughnessy, A. *How to be a Graphic Designer without losing your soul* (London, Lawrence King Publishing, 2005)

Taylor, Fig. [edited by] *Survive: the illustrators guide to a professional career*, (Association of Illustrators, c2001)

Useful Websites

www.a-n.co.uk	www.cultural-enterprise.com	www.flyingstartonline.com	www.princes-trust.org
www.artsadvice.com	www.dandad.org	www.metier.org.uk	www.shell-livewire.org
www.artswales.co.uk	www.thedesigntrust.co.uk	www.nacue.com	www.britfilms.com
www.craftscouncil.org.uk	www.engage.org	www.nesta.org	www.ukfilmcouncil.org
www.creativepeople.org.uk	www.ecca-london.org	www.own-it.org	www.filmagencywales.com

Module Handbook
18/19



M5X02146
LEVEL 5
20 Credits

BA(Hons) MDes Advertising and Brand Design
SUSTAINABILITY, ENTERPRISE AND
ENTREPRENEURSHIP (VC)
Martin Bush

Semester 1
Tuesday 1.30pm - 3.30pm
25.09.18 to 22.01.19

Teaching hours	Independent learning hours
48	152

MODULE AIMS

To introduce students to business practise in terms of sustainability, entrepreneurship and enterprise.
To identify different disciplines and specialisms and to enter into dialogue by making connections, sharing knowledge and collaborating on projects in selected emergent areas.

LEARNING OUTCOMES

These skills are designed to help students learn about sustainable development issues and offer an opportunity to acquire a ‘toolkit’(*) for responding to existing and emergent sustainability challenges that they may face professionally, and in their lives more generally. (*QAA Education for sustainable development 2013). Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- 1. Initiate, contextualize, define and develop either a business idea or project proposal for external funding.
- 2. Identify, define and enter dialogue and share knowledge on issues of sustainability.
- 3. Work with different disciplines and specialism to enter dialogue on interconnected issues.

INDICATIVE CONTENT

- Effective communication strategies.
- Business planning.
- Sustainable materials.
- Ethics and Corporate Social Responsibility.
- IPR.
- Budgeting.
- Sustainable development in the context of Enterprise and Entrepreneurship.
- Presentation skills.

ASSESSMENT CRITERIA

Assessment Component 1:	Activity type	Percentage
Coursework - 100%	Written	-
	Coursework	100%
	Practical	-
	TOTAL	100%

Detailed assessment criteria will be found on the reverse of each project brief.

Feedback

Feedback can be defined in two categories, formative and summative. Formative feedback can be given verbally or written and may take place in group critiques or one-to-one tutorials during the progression of the project and after its conclusion. Summative feedback will be given as written feedback at the end of a module.

The Graphic and Digital Arts Mid Sessional Exam Board takes place week commencing Monday 4th February 2019. The marks for this module will be submitted to this Board.

Feedback on project assessment will be given to the student within 20 working days of submission.

Please see the course handbook for details of the university policy on attendance and plagiarism.

DELIVERABLES

Guidelines are set, which requires the student to investigate the potential of Visual Communication as an agent of change, protest or enlightenment, rather than its widely implicit role in commerce. This project builds upon technical skills, idea generation and visual connectedness nurtured in year 1, but necessitates a deeper research and thought process that questions their own aspirations and future possibilities. Initial and ongoing lectures lead into the brief, and individual advice is given regarding the breakdown of the workload. Ongoing weekly feedback – individually and in small groups - leads to a final assessment point.

WEEK BY WEEK SCHEDULE

	Date	Content	Time	Room
1	25.09.18	Year 1 Induction week. No taught session.	1.30pm	ADG01
2	02.10.18	Sustainablity, enterprise and entreneurship business briefing.	1.30pm	ADG01
3	09.10.18	Case study and group discussion.	1.30pm	ADG01
4	16.10.18	Case study and group discussion.	1.30pm	ADG01
5	23.10.18	Workshop	1.30pm	ADG01
6	30.10.18	Workshop critique	1.30pm	ADG01
7	06.11.18	Case study and group discussion.	1.30pm	ADG01
8	13.11.18	Case study and group discussion.	1.30pm	ADG01
9	20.11.18	Independent study to progress project work	1.30pm	ADG01
10	27.11.18	Personal tutorials.	1.30pm	ADG01
11	04.12.18	Personal tutorials.	1.30pm	ADG01
12	11.12.18	Final presentations and hand-in. Summative deadline.	1.30pm	ADG01
		CHRISTMAS BREAK - 17th December to 4th January		
13	08.01.19	Marking and Assessments.	-	-
14	15.01.19	Marking and Assessments.	-	-
15	22.01.19	Marking and Assessments.	-	-

SUMMATIVE DEADLINE

11th DECEMBER 2018 at 3.30pm

13.2.3 Extenuating Circumstances Procedures

(1) All claims for extenuating circumstances should be submitted to the Academic Office by the student as soon as possible and must be received by the Academic Office no more than 15 clear working days after the original date for submission of an assessment or the scheduled date of an examination. Claims submitted outside of this timeframe will not be considered unless there is independent evidence to show compelling reasons as to why the claim was not received in a timely manner. All claims must be made using the Extenuating Circumstances Form (Appendix GA1). Claims made by staff or other students on behalf of a student who is not aware of the claim him/herself cannot be accepted.

(2) All claims must be supported by verifiable independent documentary evidence which clearly identifies the extenuating circumstances and their duration. All claims must be accompanied by evidence of the actual date of submission of an assessment in the form of an official submission receipt or confirmation from a member of staff that the assessment has been submitted. Where evidence is awaited, the student must provide an indication of the likely evidence and associated timescale for providing the evidence.

7.5 Assessment Submission

(5)Late submission penalties must be applied to work that is not submitted by the published deadline. Work which is submitted up to 1 week late will be capped at the minimum pass mark for the Level for first attempts and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only with the approval of the Extenuating Circumstances Panel (see Chapter 13 of the Academic Handbook).

(6) Work submitted more than 1 week after the submission deadline will be considered as an invalid submission, will not be marked, and must be recorded as a non-submission.