

## Liverpool John Moores University

Title: Professional Development II: Preparing for the Industry  
Status: Definitive  
Code: **5510ACT** (119958)  
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Institute for Performing Arts

| Team           | Leader |
|----------------|--------|
| Mike McCormack |        |

**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 48.00  
**Total Learning Hours:** 120      **Private Study:** 72

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 18.000        |
| Seminar   | 30.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category   | Short Description | Description | Weighting (%) | Exam Duration |
|------------|-------------------|-------------|---------------|---------------|
| Technology | Website           |             | 50.0          |               |
| Portfolio  | Career Pla        |             | 30.0          |               |
| Portfolio  | FundingBid        |             | 20.0          |               |

### Aims

*The overarching aim of this module is to introduce you to the frameworks, structures and personal tools for negotiating the professional landscape of the performing arts economies. You will consider key underlying questions pertinent to your practice as a creative entity in a fluid and unpredictable professional environment.*

## Learning Outcomes

After completing the module the student should be able to:

- LO1 Implement and manage a coherent, appropriate and integrated professional web presence, acknowledging industry networks and practices
- LO2 Articulate an informed and researched career plan, using established tools and methods
- LO3 Articulate knowledge of the funding landscape and how to apply freelance financial and self-employment practices appropriate to the creative industries

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

|                               |     |
|-------------------------------|-----|
| Submit Authored Website Link  | LO1 |
| Career Plan                   | LO2 |
| Funding Bid & Sample Accounts | LO3 |

## Outline Syllabus

- *You will develop a systematic approach to managing career planning and risk*
- *You will develop and apply means of self-promotion, including appropriate use of social media and a development of a focused web presence, positioning yourself as a marketable entity*
- *Through practicing an appropriate level of accounting and by exploring the current funding landscape within the arts, you will become conversant with necessary budgeting practices and bid writing*
- *The areas of work above will be undertaken within a context of understanding that also asks you to identify the key external industry networks, organisations, companies, publications, and sources which will help you begin to articulate and define your intended career path*
- *You are expected to employ appropriate and professional codes of practice.*

## Learning Activities

Learning Activities:

- Lectures
- Seminars

## Notes

.

