

Summary Information

Module Code	6018MEDIA
Formal Module Title	Media Business Report
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Wesley Nolan	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Sarah Haynes	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
---------------------	---------------------------------	------------------

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	3
Tutorial	12

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	28 Weeks

Aims and Outcomes

Aims	To develop students understanding of media organisations. To develop space in the curriculum for students to develop their own interests which can help focus preparation for employment.
-------------	---

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Apply appropriate research techniques to understanding operational aspects of a media organisation.
MLO2	Identify and reflect upon your potential to lead and your ability to make things happen and why this is important to your career development.

Module Content

Outline Syllabus
Independent research task of a media organisation to produce an in-depth case study in the wider context of the media industry.

Module Overview
The aim of this module is to develop your understanding of media organisations in order to develop your own interests which can help focus preparation for employment.

Additional Information
The module offers Media Production students the opportunity to develop independent learning activities and communicate their findings in written form.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay (4000 words)	90	0	MLO1
Reflection	Reflection - on career plans	10	0	MLO2