

Module Information

2022.01, Approved

Summary Information

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|---------------------|---------------------------------------|
| Module Code | 7002AMP |
| Formal Module Title | Enterprise and the Commercial Context |
| Owning School | Engineering |
| Career | Postgraduate Taught |
| Credits | 20 |
| Academic level | FHEQ Level 7 |
| Grading Schema | 50 |

Teaching Responsibility

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|-----------------------------------|
| LJMU Schools involved in Delivery |
| Engineering |

Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture | 11 |
| Tutorial | 11 |

Module Offering(s)

| Display Name | Location | Start Month | Duration Number Duration Unit |
|--------------|----------|-------------|-------------------------------|
| JAN-CTY | CTY | January | 12 Weeks |

Aims and Outcomes

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| Aims | This module complements the technical and practical competencies of the other modules by creating an awareness of the current commercial, legal and regulatory environment of the industry and the agencies which comprise it. It is a vehicle for the exploration, debate and formulation of relevant principles and practice. Additionally it provides space for self-assessment and identification of career opportunities with established organisations and/or freelance work. |
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After completing the module the student should be able to:

Learning Outcomes

| Code | Number | Description |
|------|--------|---|
| MLO1 | 1 | Determine the intellectual property issues relating to the acquisition, manipulation and presentation of media assets. |
| MLO2 | 2 | Evaluate the commercial and contractual issues relating to the acquisition, manipulation and presentation of media assets |
| MLO3 | 3 | Create and curate a social media presence to market consultancy services |

Module Content

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|------------------------|--|
| Outline Syllabus | Law of title, media assets, ownership and rights, chains of ownership Acquisition, licensing, endorsement, sponsorship, merchandising Intellectual property law, copyright, trademarks, soundmarks, passing off Image rights (face, voice, characteristic movement), European Convention on Human Rights (ECHR) Article 8, IP theft, sampling, identity theft, deep fakes, 'digital resurrection', avatars Provenance, establishing historic ownership, contested ownership Admissibility, authentication, integrity of evidence, chain of custody, metadata Governance, independent oversight, Forensic Science Regulator (FSR), Biometrics Commissioner, Surveillance Camera Commissioner Quality management, international standards, ISO17025, ISO/IEC 17021-1, accreditation bodies, United Kingdom Accreditation Service (UKAS), standard operating procedures (SOPs) The National Forensic Framework Next Generation (NFFNG), Scientific Working Group on Digital Evidence (SWGDE), Technical Working Group for the Examination of Digital Evidence (TWGEDE), Law Enforcement & Emergency Services Video Association (LEVA), Chartered Society of Forensic Sciences Organisational structure and culture of law enforcement, corporate clients, insurance companies, museums, auction houses Law enforcement and justice department procurement, supply chain Tendering process (EOI, IFB, ITT, RFD, RFP) Contract law, negotiation, conflict resolution, arbitration, service level agreements, (SLAs) Project management, stakeholder management, risk analysis and mitigation, formal report writing Commercial realities, risk and reward, issues in becoming freelance, self-employed or setting up a small enterprise Analysing market trends, analysing personal strengths, TOWS matrix, identifying entrepreneurial opportunities |
| Module Overview | This module complements the technical and practical competencies of the other modules by creating an awareness of the current commercial, legal and regulatory environment of the industry and the agencies which comprise it. It is a vehicle for the exploration, debate and formulation of relevant principles and practice. |
| Additional Information | Audio forensics relates to the acquisition, analysis, and evaluation of sound recordings that may ultimately be presented as admissible evidence in a court of law in civil cases (such as fraud, bribery, tax evasion, intellectual property theft and contractual disputes between commercial entities), criminal cases (as diverse as intellectual property theft, murder and terrorism) or as part of an official inquiry into an accident or other civil incident. Most police forces have invested in in-house digital forensics capabilities but the growth in demand means they often use external suppliers when internal resources cannot meet demand or to clear a backlog. The industry is highly specialised consisting of agencies and freelancing consultants who operate and market themselves independently. Understanding the supply chain involved in such forensic outsourcing enables specialists to better negotiate and secure tenders in the industry. |

Assessments

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------------------|--------|--------------------------|---------------------------------|
| Report | Report | 40 | 0 | MLO1, MLO2 |
| Artefacts | Prof. Social Media Presence | 60 | 0 | MLO3 |

Module Contacts

Module Leader

| Contact Name | Applies to all offerings | Offerings |
|----------------|--------------------------|-----------|
| Kevin Johnston | Yes | N/A |

Partner Module Team

| Contact Name | Applies to all offerings | Offerings |
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