



2022-2023 Modules for Exchange and Study Abroad students

INFORMATION ABOUT USING THIS GUIDE

- All credit values shown are UK credits. To convert these to ECTS credits divide by 2 i.e. a 15 credit University of Worcester module is worth 7.5 ECTS
- The first digit in the module code signifies the level of the module:

Modules with a code starting with a 1 e.g. BIOS1009	These are Level 4 / First Year modules – entry level modules
Modules with a code starting with a 2 e.g. BIOS2106	These are Level 5 / Second Year modules – these require some prior knowledge of the general subject area
Modules with a code starting with a 3 e.g. BIOS3052	These are Level 6 / Third Year modules – these require prior knowledge of the general subject area

- Where there is a specific requirement for pre-existing knowledge or skill for a module this is stated in the guide
- All information provided in the guide is correct at the time of its compilation, some modules may be cancelled due to insufficient numbers or moved to a different semester based on staff availability

School of Science and Environment	
5	Biology
10	Geography
14	Environmental Management & Sustainability
Worcester Business School	
15	Computing
18	Business
School of Art	
25	Animation
26	Creative Digital Media
28	Film
32	Graphic Design
36	Illustration
School of Humanities	
40	English Literature
47	English Language
48	Creative Writing
51	Film Studies
52	History
55	Journalism
57	Sociology
64	Media and Cultural Studies
68	Drama
School of Psychology	
72	Psychology
Social Work	
78	Social Work
School of Education	
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School of Sport	

87	Sport
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Language Centre	
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***30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY!**

Worcester Business School	
111	Business
School of Art	
116	Graphic Design
School of Humanities	
117	English Language
School of Education	
120	Education Studies

BIOLOGY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BIOL1005	Chemistry for the Life Sciences	Life is based on the interactions of many different biomolecules. The properties of these molecules conform to the basic laws of chemistry and physics. This module provides a thorough grounding in chemical concepts and technical skills that will allow an appreciation and understanding of life processes at the molecular level and will prove valuable for the study of subsequent biology-based modules.		S1	15
BIOL1007	Introduction to Genetics and Evolution	The module examines the theories surrounding the origin of life, the chemistry of the early earth and the proposed 'RNA world'. The module also explores the theory of evolution by natural selection and the consequences at both the whole organism and molecular level by examining Darwinism and phylogenetic studies using bioinformatic resources. Bioinformatic analysis of proteins is introduced. Additionally, the module discusses current ideas about evolution and allele frequency in relation to genetics; topics include Mendel from the point of view of the biochemist, selection on human genes, genetic drift and founder effects, the genetics of pathogens, single nucleotide polymorphisms and human disease		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BIOL2008	Plant Biology	<p>This is a very practical module. The histology and anatomy of a range of plants is studied in relation to function. This first section develops skills in sectioning, staining, microscopy etc. The major groups of terrestrial plants are examined, as well as the main evolutionary advances that occurred in each group. Plant strategies for survival are studied. Skills in the identification of flowering plants are also developed.</p> <p>Assessment is by a poster presentation and a practical test.</p>		S1	15
BIOL2010	Animal Behaviour	<p>This module examines behaviour in terms of evolutionary history, the benefits it brings to animals and the underlying processes that produce behaviour, thus providing a scientific basis for the consideration of current topics in animal behaviour. It also examines genetic and physiological bases for behaviour and animal communication. This module is assessed by means of a scientific report and an examination.</p>		S1	15
BIOL2013	Medical Forensic Science	<p>This module is designed to give students and insight into how those in the medical professions can be called on to aid criminal investigations.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BIOS3010	Mammalian Reproduction	This module is on reproduction in mammals, including humans. The module will investigate the anatomy and physiology of mammalian reproduction, hormonal regulation and feedback mechanisms, patterns of reproduction and environmental influences on these, reproductive problems, and how our understanding of mammalian reproduction and its control allows the manipulation of mammalian reproduction for a variety of purposes.		S1	15
BIOS3052	Forensic DNA Analysis	Since the 1980s DNA has become increasingly important in solving criminal cases in the UK and worldwide. As methods have become more sophisticated from minisatellites through to single locus probes and then to STR analysis, it has become increasingly necessary for forensic practitioners not just to have knowledge of DNA and genetics but also for them to be conversant in the statistical probabilities of certain matches. In addition the importance of DNA of animals and plants in criminal investigations is also considered.	Students must be studying towards a degree with significant Forensic Science content	S1	15
BIOL1004	Human Anatomy and Physiology	This module provides background knowledge of biological principles in relation to human anatomy and physiology, thereby enabling students who have not studied A-level biology to take level 5 modules with a human biology focus. It provides the opportunity to learn about the anatomy of the human body and its various physiological systems.		S2	15
BIOL1006	Comparative Animal Physiology	This module focuses on the relationships between animals and their environment at the level of the individual. It introduces the basic principles and concepts of the functioning of animals and how physiological systems vary in relation to taxa and to differing environments. Practical work is an important component of this module.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BIOL2007	Microbiology	This module examines the principal features of the main groups of micro-organisms and their relationship both to the environment and other organisms. The module examines the evolutionary relationships of micro-organisms. The module also examines growth and reproduction of micro-organisms. An introduction to microbiological laboratory techniques forms a fundamental part of the module.		S2	15
BIOS3012	Animal Movement	Movement is one of the characteristics of living organisms and there is a wide variety of patterns of movement and locomotion exhibited by animals. This module explores the fundamental principles involved in movement for any animal in any environment and in relation to their evolutionary progress, making it possible for us to understand the different patterns of movement and the structures involved.		S2	15
BIOS3014	Behavioural Ecology	This module looks at how an animal's behaviour affects its chances of survival and reproduction. The emphasis is on behaviours which are directly linked to the environment such as competing for and exploiting resources (e.g. food, nesting sites), evading predators, attracting a mate and maximising lifetime reproductive success. The influence of natural selection on behavioural strategies is also examined.		S2	15
BIOS3041	Plant Development and Physiology	The module develops and expands knowledge gained in Introductory Botany. It is designed so that the student can explore the influence of environmental conditions on plants at the cellular and whole plant levels. It also examines some of the more complex physiological and developmental processes by examining selected current research topics. Useful for students with an interest in plant biology, ecology and environmental management.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BIOS3050	Interpretation, Evaluation and Reporting of Evidence	How evidence is treated is of paramount importance to the success, or otherwise, of a criminal investigation. Skills in the interpretation, evaluation and reporting of evidence are also of great importance to the defence team. The aim of the module is to provide students with the skills and knowledge to record evidence using recognised methods, carry out meaningful experiments to interpret evidence, manage data, and cogently present in the written and spoken word their results in an appropriate legal context.		S2	15
BIOS3112	Parasitology	This module provides the opportunity to learn about parasites and the diseases they cause in humans and animals. This module examines the complex life cycle of the parasites, the insect vectors that transmits the parasites between hosts, the symptoms of the diseases they cause and how infections are diagnosed and treated.		S2	15

GEOGRAPHY					
Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GEOG2322	River Monitoring and Assessment	This module focuses on the theory and practical aspects of flow measurement, and water quality monitoring in streams and rivers. The development of hydrometric networks and telemetry are also evaluated. It includes fieldwork on the use of different flow measuring devices, the use of the UW river monitoring sites and laboratory analysis of water quality. A computer practical on how to access secondary data on river flow and water quality will also be covered. The module includes fieldwork to operate the river monitoring sites and fieldwork involving a range of flow measurement techniques is also included.		S1	15
GEOG2337	Climate Change: Science and Policy	<p>The module introduces students to both the scientific and human dimensions of the climate change debate. Drawing on a wide range of recently published research, it explores the following questions: What is the current scientific consensus on climate change? How and why is the climate changing? What is being done and what more can be done to stop climate change or reduce its effects? How influential are scientists, the media and politicians in shaping public understanding and acceptance of climate change science, impacts and responses? What are the barriers and challenges to an integrated response at local, national and international scales?</p> <p>Combining theoretical and practical components, the module encompasses a range of individual and group-based activities employing varied teaching techniques and media.</p>		S1	15
GEOG3322	Environmental Geology	Geology plays an important role in the daily lives of people, providing the earth resources which the very survival of society rests and influencing the health and safety of communities at risk from naturally and artificially induced geological hazards. Geologists have a major role to play in reducing the impact of human activity upon the		S1	15

		surface environment. This module is concerned with the interaction between development and the geological environment. Emphasis shall be placed upon environmental management and the theoretical and practical basis for incorporating geological considerations into community planning and urban development.			
GEOG3324	Quaternary Climate and Environmental Change	Although Earth has experienced multiple 'ice ages' throughout its history, the emphasis of this module is primarily on the current geological period, the Quaternary, which spans the last ~2.6 million years. This period has been characterised by frequent and often rapid climate and environmental changes, including the growth and decay of mid-latitude ice sheets on numerous occasions. Studying Quaternary environmental change helps us better understand the workings of the climate system, including the various feedback mechanisms that can amplify or subdue an initial forcing (e.g. an increase in atmospheric CO ₂). An appreciation of Quaternary environmental change is also necessary to fully understand the geologically-recent evolution of the Earth's surface.		S1	15
GEOG3332	Countryside Conservation and Agricultural Change	This module examines current efforts to conserve the UK countryside, identifying what is valued and the measures in place to protect and enhance it. Agricultural change provides the main focus for discussion because it has both created and then destroyed what is most loved in terms of landscape and wildlife. Different approaches are examined and evaluated, divided into statutory forms of protection (such as National Parks) and incentive-based measures to encourage landowners and occupiers to conserve (agri-environmental schemes).		S1	15
GEOG2323	Natural Hazards	There is an increasingly heightened public awareness of the nature and importance of natural hazards and their potential effects on humans and the environment. This module aims to provide an understanding of the causes and effects of a range of geological, atmospheric and hydrological natural hazards. It also examines the response of both organisations and individuals to such events and makes links to wider debates concerning population growth, vulnerability and climate change. Particular emphasis is placed on		S2	15

		gaining a thorough practical understanding of the techniques associated with hazard mapping and risk management.			
GEOG2332	Geographies of Development	The module introduces students to the various debates concerning development in the developing world, from a geographical perspective. It discusses the practical application of different approaches to development with particular reference to rural and urban contexts, natural resource management, and sustainable development. Critically, the module seeks to engender a geographical understanding of the inter-relationships between various development issues, and the role of various stakeholders in the development process.		S2	15
GEOG3320	River Conservation and Management	River systems are one of the most degraded and altered parts of the landscape. This module highlights the extent to which rivers have been physically altered by river regulation, dam building and river engineering, and evaluates modern approaches to river management that attempt to rectify the problems caused by the former alteration of rivers. The module explores environmentally-sensitive management practices that promote river conservation including water resource management, river restoration and rehabilitation, and environmental flow setting. Students will have the opportunity to develop fieldwork skills assessing the physical habitat quality of local streams.		S2	15
GEOG3333	Town and Country Planning	This module provides an understanding of key issues within urban and rural contexts and of the inter-relationships between town and country by considering approaches to managing these areas. The development of the formalised town and country planning system in Britain has had a considerable impact on the processes of change in urban and rural areas. Significantly, the operation of this system has created a number of key tensions and conflicts within the planning and development process.		S2	15
GEOG3337	Geographies and Disability	This module introduces students to disability and geography in contemporary society. Students will consider critically 'everyday'		S2	15

		<p>practices of disability and impairment, be they physical or mental health issues, looking at the contribution of geography to the understanding of the interrelationship between space, disability and society. There are two main strands of the module: first to explore the relationship between individual types of impairment and space; second, to examine inequality through a social and cultural lens of impairment. Students will explore some of the critical processes underpinning the social construction and production of disability as a state of marginalization and oppression in the society and the built environment.</p>			
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ENVIRONMENTAL MANAGEMENT & SUSTAINABILITY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENMS1003	Global Environmental Issues	<p>This module will provide students with a detailed overview of key influences of environmental change and the associated environmental impacts. Sessions will explore direct and indirect drivers of change, and how different strategies are being used to promote sustainable development with direct reference to the UN's Sustainable Development Goals (SDGs).</p> <p>This module focuses on Sustainable Development Goal (SDG) 1, No poverty, 2, Zero hunger, 3, Good health and well-being, 6, Clean water and sanitation, 7, Affordable and clean energy, 11, Sustainable cities and communities, 12, Responsible consumption and production, 13, Climate action, 14, Life below water, and 15, Life on land.</p>		S1	15
ENMS1004	Surveying Species & Habitats	<p>Students will be taught taxonomic skills and trained in the application of surveying techniques used in a variety of ecological investigations. Focus will be on surveying species and habitats with an emphasis on determining the ecological value of a site and interpreting environmental impacts. Sessions will explore the concept of indicator species and the relevance of different taxonomic groups, including plants, invertebrates, birds, reptiles and mammals.</p>		S2	15

COMPUTING

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
COMP1442	Creative Computing	This module introduces applications of computer graphics and design. Students will learn to manipulate images, retouch photos, create logos and design publications. Students will investigate current trends, techniques and industry standards; explore legal, ethical and technical issues related to image creation within the discipline of computing and gain practical skills using industry standard software.		S1	15
COMP2403	Robotics	Robots are commonly used in many organisations including manufacturing, space exploration, driverless cars, and health. This module will focus on “autonomous robots” which can navigate, explore and carry out functions without a direct human controller. Students will learn the workings of robot sub-systems, (such as sensors and motors), and also about software architectures which control these sub-systems, to achieve goals such as obstacle avoidance and various forms of navigation. The module includes a “design-build-test” engineering project where students will develop a robot to solve a given problem.		S1	15
COMP3409	Internet of Things	As the world becomes ever more connected due to huge growth in interconnected things (smart cars, appliances, machines, wearables, etc.), there will be a huge demand for graduates with knowledge and skills to compute these things. This module provides knowledge and skills of IoT as a system for acquisition, communication and processing of data from a variety of sources. The module covers communication technologies and protocols for IoT, web application framework for IoT, monitoring and recording IoT device activities, visualising, processing and analysing data from IoT devices, security and privacy issues for IoT, current applications and technological trends.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
COMP3471	Cyber Security	This module familiarizes students with security issues and technologies involved in modern computer systems. Students will gain an understanding of several domains of computer security including risk management, access control, application security, legal issues, and business continuity planning. Students will gain an appreciation of the strategic and technical needs to develop strong systems, and appropriate methods of designing and implementing secure systems.		S1	15
COMP1482	IT Systems Fundamentals	In the working world, we are now surrounded by information systems with many differing uses, it is imperative that the modern computing professional is conversant in these systems. Employers are increasingly saying to universities that these skills are what they want and need for graduate employees, so this module provides an introduction to these types of information systems, why they are used and how they are procured and developed. The module gives hands-on experience of using some of these systems and addresses the need to organise and manage systems to resolve user issues within a context of fast-paced change.		S2	15
COMP2443	Advanced Creative Computing	This module introduces you to animated computer graphics. You will learn video processing, audio manipulation, animation, and video creation. You will investigate current trends, techniques and industry standards; explore legal and technical issues related to video creation within the computing arena and gain practical skills with industry standard software.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
COMP3407	Machine Learning	<p>Computers are just dumb machines that blindly follow instructions. Machine learning transforms computers into devices that can learn and adapt to their environment. Machine learning is a foundational technology for the future of the computing sector. It is so pervasive that we are already using technologies that utilise a form of machine learning every day such as virtual assistants (Alexa, Siri) and even online shopping (personalised adverts, offers and recommendations).</p> <p>In this module students will master contemporary machine learning approaches through application to a variety of real-world problems to create adaptive and intelligent systems.</p>		S2	15
COMP3457	Managing Cyber Risks	<p>Organisations are facing ever-increasing cyber security risks to their valuable information assets. To mitigate risks, firms need to understand how to effectively manage strategic and managerial aspects of information security, including Information Technology governance, risk analysis and assessment. This module provides students with the skills needed to plan the implementation of an information security system to manage the cyber risks faced by firms in the areas of human factors, e-commerce, social media, systems development. You will learn how to conduct a risk assessment, review requirement for mitigation.</p>		S2	15

BUSINESS

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2002	Market Insight	Individual consumers and organisations increasingly receive and rely on market insight such as: price comparisons in TV adverts, top-10 companies for brand loyalty and worst organisations for customer satisfaction. Understanding how to generate reliable insight is critical to effective marketing. This module enhances market research skills needed to generate critical insight for marketing success, and identifies types of information required to meeting campaign objectives. It uses quantitative and qualitative research methods, while keeping digital data and internet search at its heart. Learners develop commercial awareness and analytical skills using a variety of data collection and software tools. A market insight research report is produced.		S1	15
BMGT2010	Essential PR	In our everyday lives we are bombarded by messages: 'Don't drink and drive' or 'Register to vote.' To be successful, these messages build on a range of communication theories. The module introduces the general framework, concepts and outcomes of Public Relations. It provides insight to importance of responsible, ethical and efficient communications and to what makes successful PR campaigns and programmes work. Social, technological, financial and ethical challenges facing the PR practitioners are identified. Theoretical concepts and practical sessions will develop the skills to create strategically viable, efficient campaigns that build on key communication theories.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2210	Creating a High Performance Workplace	Good employee resourcing is vital for every organisation – ensuring the right people are in the right roles at the right time. This module introduces different HR functions with a particular emphasis on exploring how these impact on employee resourcing and how in turn it impacts on longer-term issues such as future skills development, organisational performance and employer brand. In doing so it enables the learner to reflect on their own contribution as a future HR professional.		S1	15
BMGT2300	Digital Content Systems and E comm	This module explores the role of technology innovation in enabling firms to achieve and maintain a competitive advantage, by studying the theories and practice of digital commerce solutions. The advantages and disadvantages firms face in analysing, implementing and utilising a content management system and methods to enhance user experience will be considered. Various online CMS solutions, functions, ease-of-use, price, security and technical aspects are compared. An online CMS package solution based on a business scenario will be designed and built. The module reflects on innovation, technology and business strategy and provides students with an opportunity to understand the online customer journey and experience.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3001	Brand Management	<p>This module provides a comprehensive understanding of how brands operate at a product/ service/ and/or organisational level. The module allows students to identify, evaluate, propose, implement and evaluate brand management strategies for its development.</p> <p>Through the course, the main streams of thought in brand management are assessed and applied to contemporary brand issues; as well as critically evaluating the function of brands in contemporary culture and the nature of brand consumption.</p> <p>Students will have the opportunity to practically apply theoretical models and concepts to existing brands. Students are required to take a critical strategic perspective on branding in society.</p>		S1	15
BMGT3003	Customer Relationship Management	<p>This module examines ways organisations establish and maintain customer relationships. Relationship management has been a central topic in business management and marketing over the last two decades. The module addresses questions such as 'What is customer loyalty?', 'How can customer loyalty be increased?' and 'How can technology track loyalty?' A selection of other important relationships which can influence customer satisfaction is examined. For example, the customer-to-customer relationship, in its many forms, is explored in depth. Ways in which some customers try to take advantage of relationships with firms is investigated. Concepts, frameworks and theories relevant to relationship management are introduced and critically appraised, including B2B aspects of relationship management.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3300	Digital Business	<p>Today, flagship digital business such as eBay, Amazon and Google are leading brands, yet success has occurred rapidly. In this competitive environment, the survivors will use digital technology to support strategic decisions.</p> <p>This module explores theoretical knowledge and develops practical skills to help navigate an organisation towards digital business. It develops the ability to identify and review key strategic management decisions required by organisations moving to digital business and consider the process by which these decisions can be taken. Participants design and deploy a functioning digital business system.</p>		S1	15
BMGT2001	Life Style Marketing	<p>Have you ever wondered why we buy the things we buy? Who, or what, influences our purchase decisions and behaviour? Why do we shop in different situations? The module begins by introducing students to customer behaviour and decision-making theories. Then, the module focuses on demographic and social influences over our decision making. Finally, the module looks at the ways different industries affect our consumer lifestyles, and consumer behaviour trends of this generation (e.g. green behaviour, ethical behaviour). This module invites students to engage in academic literature, industry reports, and to reflect on their own behaviours and consumption decisions. This module focuses on consumers and how they behave in different sectors</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2011	PR and Campaigning	This module applies the knowledge and foundations of PR and develops the knowledge to manage strategic planning for PR. The module takes a problem-solving and decision making approach to designing a PR programme employing PR models and theories with the aim to contribute to organisational effectiveness. This module provides an overview of PR and communication techniques, for example: write news releases, organise events and photo shoots and design newsletters. A combination of theory and practical sessions and variety of analytical methods and decision making models will be used to develop skills in integrating and evaluating relevant information to develop a planned PR proposal.		S2	15
BMGT2200	Managing Successful Projects	Project management (PM) skills are becoming sought after in today's job market. Fierce competition is driving companies towards more innovative products and services, and successful (PM) is key for survival and growth. This module examines professional (PM) theory, tools and techniques. This practical, hands-on module includes topics such as optimising resource allocation, project planning, risk management and project execution and control. Teamwork skills will be enhanced by delivering a project plan that aims to achieve specific objectives based on a given client scenario. The content of this module has been developed with reference to professional bodies in order to reflect current and best (PM) practices.		S2	15
BMGT2221	Developing Employee Talent	In this module students will engage with cutting-edge learning and development strategies, critically evaluating different policies and practices and their contribution to the development of talent in organisations. They will draw on the latest research to recommend appropriate strategies for talent development, and to reflect on and plan their own development.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2301	Social Commerce	This module introduces the digital business field which utilises social networking tools to conduct e-commerce, e-marketing and e-business activities. It investigates how social commerce can provide competitive advantage to firms and enhance strategic value. Social networks can be used to communicate with customers and build customer and brand loyalty, and the module compares various platforms and technologies. Major models of social shopping and methods to measure social media and return on investment are explored. Theoretical concepts will be applied by designing and implementing a social commerce web tool solutions (such as Facebook), and assessing the implementation and deployment issues involved in social commerce.		S2	15
BMGT3002	International Marketing	Marketing increasingly takes place in an international context. World trade has grown rapidly in recent years and now exceeds US\$15 trillion. Therefore, marketing professionals need to be able to engage with marketing, markets and consumers in an international context rather than a purely domestic one. This module aims to provide a sound understanding of the international marketing process and of how to deal with international marketing situations. The module has a strong emphasis on looking at the issues that firms have faced when entering new markets. Real-world company case studies and examples are used to explore the roots of both successful and less successful international expansion.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3310	The Next Big Thing	<p>We are living in a world of continuous disruption, this module enables you to understand the sources of change in the twenty first century and to anticipate the future direction of new innovations. Many of these innovations are currently visible such as the Internet-of-Things (IOT), artificial intelligence (AI) and driverless cars. Their full impact has yet to be felt.</p> <p>This module also explores other types of inventions and innovations that are emerging. The process of innovation and how to apply models for forecasting the trajectories of new technologies are explored. Analysis of how the world`s most successful companies disrupt and innovate using platform ecosystems instead of conventional organisational structures and business models is also considered.</p>		S2	15

ANIMATION

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ANIM2004E1	Animation Production: Narrative Workflows	This module provides students with the opportunity to develop skills in the production of an animated film. It explores current trends and techniques in film and television. It also embraces the creative, structural and technical issues related to creation of animation i.e. character development, story boarding and the use of appropriate software tools.		S1	15

CREATIVE DIGITAL MEDIA

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DMED2004	Motion Graphics	This module will combine skills and knowledge acquired at Level 4, to explore and create effective and complex motion graphics sequences. The module will explore the history, context, function and importance of opening sequence as an overture to a television or film production, and for promotion on the web. Students will be taught the elements of animating typography and keyframes, using appropriate software, such as Adobe After Effects and PhotoShop instilling digital imaging skills which will underpin all work on the module.		S1	15
CMED3006	Pressure Projects	The pace, pressure and timescale of media production in a commercial setting is often not fully realised by students. This module is intended to simulate the pressure of commercial time scales to help you to develop time management skills and to put into action all your skills learned over your time on the course. This is done by the setting of two 1 and a half day 'pressure projects' where the brief is set at 9.30am and is completed by lunchtime the following day. These projects will be set by a visiting speaker from industry based on a real brief that the company is undertaking or needs to fulfil. This is an ideal opportunity to improve the content of your portfolio, by including a live real-time brief that you can discuss at interview.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
CMED3007	Documentary Photography	<p>The photograph as 'document' has been a staple of photography from the very beginning of available light sensitive technologies and is a powerful agent in communicating political and cultural values. The scope of the photographic document has a place in photojournalism, fine art, travel, architecture and Landscape to mention just a few of its historic and current applications.</p> <p>By taking a trio of the most common sites for the creation of photographic documentation – people, places and events – this module will have relevance for students planning to further develop photographic skills and engage with the theoretical concepts that inform and underpin the subject. The module will facilitate students by; introducing a framework for contextualising their work through reference to contemporary debates and practice, providing resources and practical techniques aimed at the production of successful documentary photography.</p>		S2	15

FILM PRODUCTION

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DFPR1212	Truth, Reality and the Documentary Film	This module looks at the history and theory surrounding the documentary film. It builds on first semester modules in film form and film history and provides a basis for subsequent modules such as FLMS2001 British Cinema and DFPR3104 Factual Film Production. As well as looking at the major historical movements and shifts in the cinematic documentary (the British Documentary Movement, propaganda, Gonzo filmmaking etc.) this module also discusses and interrogates concepts such as truth, the construction of reality and filmic narrative structure.		S1	15
DFPR2103	Experimental Film Production	Building on an existing knowledge of film theory and production this module will examine the role of the experimental filmmaker in the subversion of media conventions. Students will engage with an advanced investigation and analysis of forms and concepts within experimental works. The module will allow students to break free of the conventions and preconceptions of traditional approaches to film production and encourage sophisticated, theoretically supported experimentation with the form. This will inform the formation and articulation of a personal process, linking theory and practice to create an experimental moving image work.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DFPR3106	Extension Module	This module offers students the opportunity to develop an area of interest from a previously taught module. To be eligible for this module a student will normally have achieved at least a B- in the previous module but the module leader also has the power to exercise discretion. The outcomes will be negotiated and agreed with the supervisor who will then operate as a consultant for the agreed project. Whilst students are expected to evidence skills of independence throughout this module, the content and direction must be agreed before the work begins.		S1	15
DFPR1103	Introduction to Experimental film	An introduction to experimental film, providing an historical overview with examples of key movements and artists. The module will explore a range of works, ideas and practices providing students with an opportunity to broaden their horizons and engage with unfamiliar forms including experimental filmmakers such as Carl Dreyer, Maya Deren, and Andy Warhol, movements such as Surrealism, and contemporary gallery work. Students will be given the opportunity to experience experimentation with different forms and processes leading to the production of their own experimental work.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DFPR1105	Directing Performance for the Screen	<p>This is a practical module in which students will examine the working practices of a range of directors and actors considering the links between the films, the techniques and the philosophies of the directors. They will have an opportunity to research a specific director or group of directors of their own choice.</p> <p>Students will explore the concepts and techniques employed by different directors with a focus on script, movement and performance. They will explore these concepts in practice through workshops in acting and directing and the production of a series of short practical exercises.</p> <p>The module will include an introduction to significant theories of acting and performance accompanied by Acting /Directing workshops and exercises in which students experience and explore a range of techniques and approaches to performance.</p> <p>This will be supported by screenings and lectures with research into supporting texts, focussing on the work of specific actors and directors, exploring their directorial and performance styles, techniques, working relationships and their political/cultural/philosophical affiliations as appropriate.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DFPR2104	Factual Film	<p>An exploration of factual film from a producer's perspective. The module examines significant movements in the history of the medium to explore concepts, ideological debates, and approaches to production.</p> <p>Students experiment with production skills, techniques and conceptual approaches, producing audio-visual exercises and examples.</p> <p>Students propose and research an idea for a short factual film. They produce a treatment and proposal according to industry practice and work in small groups to produce some of the proposed films. The ability to identify an appropriate subject and to conduct the necessary research is essential, students have the opportunity to evaluate the practicalities of numerous productions.</p>		S2	15
DFPR2105	Music Video Production	<p>Students will engage in an exploration of the history, form and production techniques of music video. This will lead to students making their own music video through a live brief with a professional client.</p> <p>This could include:</p> <ul style="list-style-type: none"> • Generating Creative Responses to Briefs • Writing a Music Video Pitch • Scheduling & Budgeting • Live Performance Cinematography • Constructing Music Video Narratives • Editing as illustration of music • Post-Production for Music Video 		S2	15

GRAPHIC DESIGN

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDES1001	Multimedia in Context	This module is intended to provide both an introduction to interactive multimedia and to the techniques for its successful design and production. It examines the effect of interactive media (such as CD-ROMs and the Internet multimedia) on society and the position of designers within this rapidly developing field.		S1	15
GDES1012	Creative Digital Imaging	The ability to manipulate imagery has phenomenal impact on the way we work, our knowledge base, our society and our cultural horizons. This module seeks to introduce the technology behind digital imaging in the form of industry-standard software and hardware; drawing on heritage and context and the wider effects on contemporary practice and society.		S1	15
GDES2011	Graphic Design: Publication	This module builds upon the foundations of level 4 graphic design modules, and develops the students' knowledge of publication design, practically, historically and theoretically. Students, through a case study approach, will critically engage with and evaluate the social, cultural and contextual issues surrounding publication design, whilst critically evaluating the effectiveness of the media used to communicate. Running in tandem with this will be a deepening understanding and development of practical skills through workshops, project briefs and self-directed study.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDES2014	Children's Book Design	This module builds on existing graphic design or children's book design experiences. It aims to introduce graphic design (or students with an editorial team interest) to hands-on children's book design and construction issues. In doing so students will learn about considerations and techniques used within the children's publishing industry as well as considering the importance of illustration, creative writing and typography to this genre. Children's book design is a specialist area within publishing and this module aims to help pave the way for aspiring children's book designers or editorial team members who wish to fine tune their existing skillsets.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDES3003	Green Design	<p>Designers with a broad awareness of sustainable production considerations are going to be called on increasingly within a quickly changing industry and broader-thinking client base. Many large organisations now require designers working for them to integrate sustainability into every stage of their production processes from the start of a job onwards.</p> <p>This module builds on issues relating to Graphic Design and the acquisition of materials as discussed in the Publication Design and Graphic Information Design modules. It also introduces the student to a range of sustainable design strategies to try and best support this growing need for the incorporation of sustainability in a designer's practice from larger clients. Architecture and product design have for many years put a large emphasis on incorporating sustainable considerations into their planning, design and construction phases and now graphic design is swiftly taking these on too.</p> <p>The skills and enhanced understanding of materials sourcing discussed on this module will eventually become standard requirements. Especially so in both print, packaging design, wayfinding signage design and environmentally sensitive materials sourcing for these areas.</p>		S1	15
GDES3014	Industry Collaboration	<p>This module will provide students with an opportunity to undertake a negotiated project with an explicit link to the working environment of the students' area of study and/or to undertake a further period of work experience or professional practice. Students will be required to clearly define the nature of the project and or/placement they wish to undertake and agreeing the specific learning outcomes as they relate to the project/placement and the outcomes to be presented for assessment.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDES1013	Creative Typography	A sound appreciation of typography and its application on its own and with imagery is an essential quality in any designer. This module seeks to introduce typography throughout design applications, utilising industry-standard software and hardware; drawing on heritage and context and the wider effects on contemporary practice and society.		S2	15
GDES1014	Concept Visualisation	The focus of this module will be on developing a broad-based understanding of the variety of media, styles and critical contexts that can inspire concepts and creative ideas. Through the exploration of different media, workshops and tutorials students will develop their understanding of the breadth of creative practice		S2	15
GDES2012	Graphic Design: Information Design	The Graphic Information Design module builds upon the student's existing knowledge and skills in the field of graphic design. This module will act as a partner module to the Publication Design module - extending further the student's understanding of the many ways in which graphic design is used commercially in everyday life. This module is intended to provide both an overview and introduction to Graphic Information Design considerations and working techniques as well as analysing the visual language of graphic representations. It also examines how Graphic Information Design has been successfully used in many arenas from past to present day and looks into the techniques used by successful commercial Information Designers.		S2	15
GDES3013	Live Brief	This module provides the opportunity to undertake a negotiated independent study. It is envisaged that the outcome will be a body of practical work but a period of work placement may also be taken as part of this module. The assigned tutor for student's subject will agree assessable outcomes based on student's written proposal.		S2	15

ILLUSTRATION

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ILTN1004	Image Making	This module provides students with an opportunity to explore a wide range of image making techniques as well as developing problem-solving skills. These skills will underpin subsequent illustration briefs and allow the student to develop their visual language and further understanding of graphic image applications. Students should be aware that this module does not include workshops involving computer software.		S1	15
ILTN2026	Location Drawing and Reportage	The Location drawing & Reportage illustration-module gives students the opportunity to engage with a drawing project based on working in given settings in the city of Worcester or other settings near the university. As students' progress in their studies, it is important that they continue to develop their visual language and realize the objectives already achieved within the level 4 drawing modules and, at the same time, become increasingly aware of the nature of illustration as an applied art. Working in given locations will help them develop an awareness of mood, texture, atmosphere and human activity and characterisation within different settings. By dealing with the objectives of both disciplines, this module will act as an ideal means of integrating them with each other in a practical as well as theoretical manner.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ILTN3011	Authorial Practice	<p>Following on from the Visual Statement (ILTN2001) and complimenting Contemporary Practice (ILTN3010), the Authorial Project provides the student an opportunity to self-direct, and develop projects that reflect their unique creative identity. Whereas ILTN3010 engages the student to respond to live projects and briefs set by competitions or industry, the Authorial Project investigates the role of the illustrator as author-responsible to self-initiate and establish opportunities of personal origination.</p> <p>Themes of narrative, self-publishing, the graphic novel, gallery work and collaborative practice will be discussed and used as platforms from which to build identifiably personal outputs.</p> <p>Students are asked to take a much more assertive, entrepreneurial role in identifying possible outlets and opportunities for their work.</p> <p>The sketchbook and a portfolio of work will be the mode of delivery. Students will be expected to use an integrated approach to practice and theory. Additionally, they will be required to give presentations of their work at critical seminars to their peer group-led by the module leader.</p>		S1	15
ILTN3014	Negotiated Project 1	<p>The Illustration Negotiated Project module gives students the opportunity to pursue an additional area of personal interest to that undertaken in their Final Research Project, and to review the experience of their studies to date by manifesting this knowledge in a sustained project. Students are required to identify their own learning objectives and develop a clearly defined project.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ILTN1010	Illustration and Printmaking	This module encourages students to draw from imagination, direct observation and secondary references. Students will explore such areas as sound, literature, classic texts and contemporary myth as inspiration for sequential images. The module will introduce students to a wide variety of printmaking processes, including collagraph, digital, monotype and etching. All project work can be either print-based or screen-based. Coursework will include drawing and use of sketchbooks and learning journals.		S2	15
ILTN2015	Book Arts and Creative Publishing	This module will introduce Level 5 students to the subjects of Book Arts, Publishing and Entrepreneurial practice. Students will research a range creative practitioners in order to understand the role of an Illustrator within the publishing sector. The process of commissioned and self-published projects will be investigated and in doing so the students will gain an understanding of how they can apply existing practical skills, with industry knowledge to create a market for their work. Delivery will be in the form of practical workshops, seminars and lectures. ILTN2015 will develop student's awareness and understanding of contemporary, professional practice and form a platform from which to extend their knowledge and portfolio in modules ILTN3009 Professional Practice, ILTN3011 Authorial Practice, and ILTN3010 Contemporary Practice.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ILTN3009	Illustration Professional Practice	This module provides all students in the subject of Illustration with the opportunity to reflect on their personal achievements, and to begin to relate their interests and expertise to the next stage of their career, whether it is employment, self-employment or further academic studies. Students will carry out directed research into their future career paths. Transferable skills will be identified and evaluated alongside subject specific skills. Advice on current initiatives will be available in areas such as self-employment, work placements and how to find other funding sources for professional practice.		S2	15
ILTN3014	Negotiated Project 1	The Illustration Negotiated Project module gives students the opportunity to pursue an additional area of personal interest to that undertaken in their Final Research Project, and to review the experience of their studies to date by manifesting this knowledge in a sustained project. Students are required to identify their own learning objectives and develop a clearly defined project.		S2	15

ENGLISH LITERATURE

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL1103	Ways of reading, Ways of writing	‘Ways of Reading, Ways of Writing’ is an introduction to the creative, provocative and evolving discipline of English Literary studies at undergraduate level. Supporting students through the transition to undergraduate study, the module develops the portfolio of academic and transferable skills which underpin our work as literary critics and members of a scholarly community, including close textual analysis and academic writing skills. Delivered through a combination of lecture and workshop-based teaching, the module is assessed through a group task and an essay assignment.		S1	15
ENGL1105	Bodies and Beings	Writing and reading are physical activities. ‘Bodies and Beings’ will challenge assumptions that literature exists only in ‘the life of the mind’, enabling students to relate their literary knowledge and interests to the physical world and to embodied experience. The module will introduce students to the various ways in which literary texts represent and reflect the human body. Students will study core texts from a range of historical periods and contexts, and encounter different theories of the body and embodiment. The module will include concepts such as: religious discourse and doctrines of the soul; psychological and linguistic conceptions of self and other; the impact of modern medical science; the cultural construction of race and gender; speculative fiction and the posthuman. Students will develop their analytic and critical skills in relation to texts of various genres, studied in the light of contextual and theoretical lectures.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL2202E1	Movement and Migration	This module studies a diverse body of literatures in English from across the world through a range of historical periods. In doing so, it requires students to take account of the long history of marginalisation of writers from a range of places, cultural backgrounds and periods, while recognising some of the possibilities and limitations in the very process of categorising a body of texts or literary community. The module may move forward or backward in time through the adoption of a 'case-study' (for e.g., mixed cultural backgrounds writers; American and Native American; Australian; Canadian; Irish, Scottish and Welsh, etc.) In this way, the module supports skills and concepts, developed in ENGL2201 and prepares students wishing to extend their studies further in optional modules at level 6.		S1	15
ENGL2203	Gothic and Romantic Literature	This module is concerned with the emergence and literary historical development of Gothic Literature. It will extend students' conceptual understanding of this diverse and resilient genre by considering the Gothic as a literature of "excess and transgression" (Botting). Students will encounter both the changing stock of characters and locations through which the Gothic is expressed and the historical, social and cultural contexts by which it has been shaped. To help students situate their study of this genre in relation to the subject as a whole, emphasis will be placed on the Gothic as a source and site of 'counter-narratives': to rationality and morality; to gender norms; to the mastery of humans over the rest of nature. The module will also introduce and apply a range of critical approaches appropriate to the study of the Gothic, extending competence in this area and complementing the work done on ENGL2201 Literary Criticism: Theory and Practice.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL2206	Spaces of Modernity	The modern period has been characterised by the rapid transformation of physical and internal landscapes. 'Spaces of Modernity' explores how a variety of spaces were re-defined, brought into being or profoundly destabilised in the wake of the Victorian era. Through the study of a range of literary texts, the module explores the representation of a range of spaces, from the rapidly expanding and shifting urban metropolis to the emergent environment of the suburban, and from the spaces of industry to the rural landscapes upon which they encroached, and the edgelands they created. The module ultimately asks how the emergence of new spaces and the redefinition of existing environments from 1900 to the present day radically changed the human relationship with space and time.		S1	15
ENGL3004	Justice & Revenge: From Tragedy to the Western	The module investigates the anxieties apparent within C16th and early C17th literature about a range of legal, moral and social questions and behavioural patterns focused on the concepts of justice and revenge. The nature of revenge and its fascination for audiences and playwrights is investigated by detailed study of a selection from the dramatic sub-genre, "revenge tragedy". The tensions between the state and its subjects in the areas of judicial, social and personal conflict will be explored through the examination of contemporary responses to concepts of law, social order and justice, once again in relation to particular Elizabethan and Jacobean play-texts.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL1106	Places and Spaces	<p>This module introduces students to the significance of Literature as one of the primary vehicles through which humans have shaped, measured and understood their relationships to places and spaces. As societies and cultures around the world negotiate their relationship to local, regional, (trans)national, global and even cosmic identities, this function is as important as ever in the early twenty-first century.</p> <p>The module is organised around two key themes: Identity and Responsibility. A broad chronological sampling of literary texts (poetry and prose) will demonstrate the range of ways in which the representation of places and spaces is linked to identity formation, with a particular focus on literary modes such as: Pastoral (and its cognates), Gothic, (Sur)Realism, and Science Fiction.</p> <p>The focus on Responsibility reflects the growing sensitivity in English studies to the ways in which texts of all kinds may encourage or shirk ethical relationships with places and spaces understood as 'environments', 'habitats' and 'ecologies'. This theme will be relevant throughout the module but will be explored with special reference to texts derived from Nature and New Nature Writing, and from a range of spiritual traditions (e.g. Christian, Buddhist, Native American).</p> <p>Students will also have the opportunity to examine the character and formation of their own relationship to places and spaces.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL1107	Writing Worcester: Past and Present	<p>This module offers student the opportunity to engage with the literary, historical and cultural heritage of Worcester, the locale of their undergraduate pursuit. It proposes an exploration of Worcester’s past and present through interaction with local artefacts, organisations and institutions.</p> <p>In the first part of the module, students will explore artefacts from a range of historical periods and contexts, from the earliest maps of the city and royals linked to the place, to its latest literary/cultural footprints, to develop their awareness of the composite construction of Worcester through time. In doing so, students will develop their analytic and critical skills in relation to site-specific texts, co-texts and contexts.</p> <p>The second part of the module offers students the opportunity to transfer and test skills and knowledge acquired through volunteering with local institutions and organisations, such as the Hive, the Worcester Cathedral, the Commandery, the Tudor House, local Museum, Guild Hall Information Point, Swan Theatre, etc.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL2003	Shakespeare: Stage, Page, Screen	<p>Shakespeare wrote plays for the Elizabethan stage which were subsequently published. Since then, they have co-existed in multiple formats, from different editions for the page to adaptations for the stage and screen.</p> <p>This module offers students the opportunity to study a selection of Shakespeare's play as texts and subsequent adaptations. Students will explore key themes, such as fate, power, identity, hierarchy, love, marriage, family relations, war/conflict, exile, death, both in their early modern context and in subsequent adaptations. Particular attention will be paid to Shakespeare's use and subversion of genre conventions and their negotiation in subsequent adaptations from the early modern stage to recent theatre and film productions. Through critical and theoretical readings, students will learn about the history of the selected plays in adaptation and develop their own model for writing about Shakespeare plays that is aware of their intrinsic performative nature.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ENGL2204	Politics, Sex and Identity in the Early Modern World	This module will introduce students to a variety of poetry, drama and prose fiction of the early modern period. Students will explore the specific contexts of this period and will examine the ways in which the literary texts responded to, negotiated, or occluded these historical contexts. Topics may include: the emergence of the idea of the autonomous nation state, the Civil War, and the development of the first political parties; the breakdown of traditional religious authority, British imperialism, growing consumer culture, institutionalisation of modern science; and the emergence of purpose-built theatre and the professionalization of authors. The literature studied will reflect the cultural, philosophical and political developments from the period and the dominant modes and genres used by a range of writers, both canonical and marginalised. In the process, students will explore how literary form reflected and reinforced contemporary cultural ideologies and construction of identity along several lines.		S2	15
ENGL3304	War and Conflict	This module offers students the opportunity to encounter the shock of war - its historical, cultural and psychological impact, as it was expressed by writers who experienced it or lived through its aftermath. Students will also explore and critically analyse the continuing significance of war and conflict and its cultural resonance to literary history. Students will study a variety of literary genres from early modern literature to the 21st century. Alongside British writers, the module examines American writing and some European works in translation. The literature of war also often engages with remembering and memorialising past conflict. The module will help to foster a broader understanding of the effects of conflict across both historical and geographical boundaries.		S2	15

ENGLISH LANGUAGE

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ELAN2200	Sociolinguistic Theory and Practice	<p>This module examines what sociolinguistics is, how it is studied, and how language is used in society. Students will investigate linguistic variation and change in English. Topics covered include project identification, rapid anonymous surveys of language use, writing literature reviews, recording an informal conversation; sampling and approaching an unknown speech community, ethics in research; data transcription; written presentation of results of analysis, identifying links between methodology and theory in sociolinguistics.</p> <p>This module is recommended for students who wish to undertake a third-year independent study based on practical research of a language topic.</p>		S1	15
ELAN2002	Language and Power	<p>This module develops approaches to English Language Studies that were introduced in level 4. Its concern is with the development of language study and with its methods of critique. It will introduce theoretical models with which to interrogate the social divisions, for example in class, gender, and race, that are perpetuated by language. Through the analysis of a variety of written and oral texts, students will further develop and practise the theoretical approaches and analytical skills necessary to support their further study throughout the degree path.</p>		S2	15

CREATIVE WRITING

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
CRWT1004	Writing Fiction	This module aims to introduce students to writing fiction by focusing on the short form, and analysis of one set text in longer form. Students will read, analyse and discuss set short story texts and incorporate the technical and artistic methods into their own short story writing. Students will submit work in advance on set narrative techniques and themes, which will be discussed by the rest of the group. These workshops will be supplemented by independent reading of set texts, seminar discussion of these texts and practical exercises (group and individual). Themes and texts will be chosen to illustrate the topic of that week's seminar.		S1	15
CRWT2002	Writing for Children	This module begins with an examination of the history, origins and purposes of children's literature including fiction and poetry. Students will critically analyse the relationship between the market, the text, culture and audience and this exploration will be enhanced through connection with the Worcestershire Children's Literature Festival. Students will produce a range of fiction or a portfolio of poetry for children which will be informed by the critical examination of a range of examples of canonical children's literature.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
CRWT2003	Slam, Spoken Word, and Performance Poetry	This module will introduce students to both the practical creative elements of writing spoken word, and also interrogate some of the critical approaches and methodologies which underpin performance poetics. This module will engage students as writers and critics of performance poetry. Students will develop their own creative writing through practical performance, workshops, peer-led feedback, and guided critique of spoken word performances using a variety of online content-sharing platforms. At the end of the module students will be able to compose and perform spoken word poems with increased confidence and reflect critically on the performance of poems as an element of the wider context of international contemporary performance poetry cultures.		S1	15
CRWT3006	Contemporary Poetry	This module will focus on poetry written post-1946 up to the present day. The poets studied will be drawn principally from an Anglo-American tradition. Through research, practical writing tasks and formative assessment, students will develop their individual focus and approach to contemporary poetry, culminating in one portfolio of twenty poems. Students will also be expected to articulate critical reflections on the development of their creative practice.		S1	15
CRWT1002	Writing Poetry	This module focuses on the writing of poetry through analysis of modern and traditional models and examples and through discovery and experimentation. In a supportive atmosphere, you will develop a growing knowledge and understanding of contemporary craft and practice as well as the wider traditions of poetry. You will develop your skills in written and spoken word and undertake exploration of the nature of poetry as well as changing attitudes to the form. There will be an emphasis on the making of poems and by the end of the module you are expected to have produced a portfolio of your own work.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
CRWT2004	Genre Fiction	The module examines different approaches to novel writing by focusing on the opening chapters of texts in different genres. There will be set texts in five different genres and students will study these to learn the technical and artistic methods utilised by the authors. There will also be comparison and examples from other texts to widen their understanding of fictional writing, which can then be implemented within their own creative writing to learn through their own writing practice. Students will submit two pieces of creative writing (two novel openings, in two different genres of their own choice) and a piece of critical commentary comparing their creative piece to the set text, or other texts in the same genre. They will highlight and discuss the technical and artistic methods used.		S2	15
CRWT3005	New Nature Writing	This module enables students to engage with and practice one of the most vibrant forms of contemporary creative writing. By reading and debating a range of different examples, they will become familiar with the diversity and formal hybridity of New Nature Writing, which draws on the material and methods of Life Writing, Science, Poetry and other disciplines. Through research, practical writing tasks and formative assessment, they will develop their individual focus and approach to environmental issues, culminating in one single piece of summative assessment. Students will also be expected to articulate critical reflections on the development of their creative practice.		S2	15

FILM STUDIES

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
FLMS2250	Film Cultures	This module explores the often invisible contexts of cinema – the festivals, the markets, the exhibitors & distributors. By looking at the context of contemporary cinema, students will learn how to study the context as text; reading the often ephemeral, taken for granted and everyday aspects of film-going. The differences between various viewing 'platforms' and media will also be addressed. This module will also have a focus on film festivals in general and work experience opportunities with the Worcestershire Film Festival in particular. Some outside speakers may also be included, based on their availability.		S1	15
FLMS2001	British Cinema	This module aims to provide students with an understanding of some of the broad topics within British Cinema since World War II. The module will also give students a knowledge and understanding of British Cinema's fictional and documentary traditions. The module will develop an understanding of film in relation to context. Films are contrasted with each other in terms of their theme and style.		S2	15

HISTORY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
HIST2101E1	Historical Research	This module provides students with the skills necessary to undertake an independent study in History		S1	15
HIST2103E1	Twentieth Century USA, 1917 - 2001	This chronological course will foster historical and historiographical understanding of the main eras of American history between 1917 and 2001. The intention is to survey the development of the United States, both foreign and domestic, from entry into the First World War to the end of the Clinton Presidency.		S1	15
HIST2108E1	Conflict, Stability and Change: Twentieth-Century Britain	This module examines the changing role of the state in Britain, and the effect this had on society, politics, government, welfare, and overseas policy, from the start of the twentieth century to Thatcher's government. The module explores the possibilities and approaches that best explain the history of this period. Was it the case that events of this period were in effect 'one thing after another', or the result of extraordinary talents and the influence of a relatively small number of individuals, such as Lloyd George, Baldwin, Keynes, Churchill and Bevan? Or, were they the result of influential factors, such as war or social and cultural change? The module aims to re-think the period and its events.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
HIST2111	The German Empire, 1862-1918	This module examines the history of the German Empire from its foundation by Bismarck to its collapse amidst defeat in World War One. We explore the nature of German unification and its implications for the future development of German political culture. The consequences of the emergence of Germany as Europe's leading industrial power are explored. The treatment of minorities in Imperial Germany are addressed including an assessment of the extent of antisemitism in German society. Germany's bid for world power (the policy of Weltpolitik) and the continuing debate about Germany's responsibility for the outbreak of the Great War are then examined. The module then examines the impact of the First World War on German politics and society and concludes with an analysis of the German collapse in 1918 and the problematical nature of the revolution of 1918-19.		S1	15
HIST3104	The Atlantic Slave Trade	This module examines the scale, nature and organisation of the Atlantic slave trade, and its effects on the lives of millions of African men, women and children forcibly transported to the Americas in the eighteenth and early nineteenth century.		S1	15
HIST2103E2	Twentieth Century USA, 1917 - 2001	This chronological course will foster historical and historiographical understanding of the main eras of American history between 1917 and 2001. The intention is to survey the development of the United States, both foreign and domestic, from entry into the First World War to the end of the Clinton Presidency.		S2	15
HIST2117	Japan's World, 1854-1951	The intention of this module is to survey the history of modern Japan. This is an exciting opportunity to study a country with a fascinating history that is not often offered in history curricula. The course begins with discussion of the "founding myth" and its abiding influence through creation of the notion of the Yamato race and ends with discussion of the post-Second World War military occupation of Japan by the United States.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
HIST3109	Nazi Germany	In this module, you will examine the history of the Nazi state and its place in modern German history. Topics will include the origins of the National Socialist movement, its growth and rise to power in the unstable environment of the Weimar Republic and the National Socialists' utopian ideology. The still controversial issue of the relationship between the regime and the ordinary German population forms the unifying theme of the module. You will consider the nature of everyday life in the Third Reich, Nazi racial policy and its impact on Jews and others. The role of denunciation and the terror apparatus (Gestapo and concentration camp system) is explored. The module analyses the horrific culmination of the regime's ideological goals in the genocidal policies pursued during the Second World War, in particular the Holocaust, and concludes with an examination of the continuing relevance of the Nazi period for Germany today.		S2	15

JOURNALISM

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
JOUR1005	Introduction to Feature Writing	Students will learn to write feature articles for print and on-line media, including profiles, reviews, and background analyses. Students will produce their own feature work and be able to reflect on the differences in style and content of editorial material.		S1	15
JOUR1006	Introduction to Digital Techniques	Through critical engagement with current practices, students will develop an understanding of the issues, concepts and contexts for Journalists working with digital media techniques. It includes the use of social media and mobile journalism using smart phones and ipads.		S1	15
JOUR2014	Entertainment Journalism	To explore the practice and mechanics of entertainment writing for newspapers, magazines, broadcast and online. The module will involve an exploration of how entertainment events are covered by the media and an opportunity to develop different writing styles appropriate to entertainment journalism.		S1	15
JOUR3007	Advanced Journalism (Theory and Practice)	This module focuses on the production of a range of material covering everything from news and feature pieces to personal commentaries. Students will explore the various platforms for the delivery of material and investigate the impact of media convergence and its effects upon the profession. There will be opportunities to pursue special interest areas and students will be encouraged to establish links with industry contacts and to get their material seen by as wide an audience as possible.		S1	15
JOUR1008	Introduction to Photojournalism	In a world dominated by images, it is vital that today's journalists have the skills to identify a picture's potential, understand it and exploit it. The module will introduce Level 4 students to the technical and creative aspects of photojournalism. It will concentrate on the techniques of taking, manipulating and using pictures in conjunction with appropriate text, using digital cameras and producing pictures to a publishable standard in print and online.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
JOUR2005	Sports Journalism	To explore the practice and mechanics of sports writing for newspapers, magazines, broadcast and online. It will involve an exploration of how sports events are covered by the media and an opportunity to develop different writing styles appropriate to sports journalism.		S2	15

SOCIOLOGY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG1103	Family Lives	This module will focus on the contemporary Western family as a key social and cultural institution and on the ideologies that underpin family life. Students will be introduced to a range of relevant sociological perspectives including functionalist, Marxist and feminist theories to challenge traditional accounts of the family. Conventional concepts and ways of understanding family life will be challenged through an exploration of contemporary social changes and 'problems' in family lives.		S1	15
SOCG2100E1	Pathways in Sociology	The module begins to provide an understanding of the main theoretical traditions in sociology and acts as a springboard for students taking other Sociology modules at level five and six.		S1	15
SOCG2109	'Race' and Ethnicity in Contemporary British Society	In this module we will be looking at the way in which 'race' and ethnicity appears within social, cultural and institutional settings such as sport, popular culture, the mass media, health, the education system and the criminal justice system. We will also be considering how 'race' and ethnicity are socially constructed in contemporary British society. Additionally we will be examining the popular "common sense" ideologies relating to 'race', ethnicity and nationalism, together with an analysis of the theoretical frameworks that have been constructed to explain them.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG2113	People, Environment, and Social Change	This module is about people's lifestyles in a world where resource constraints are ever more pressing. You can focus your assignment on any one of the issues raised in the module, for example: eco-feminism and environmental activism; the food chain and the vegetarian option; climate change and environmental risk; health, illness and consumer lifestyles; housing and urban design, local community development; migration, world poverty and inequality; multinational corporations and environmental crime; media representations of the environmental crisis; environmental education; the limits of international decision-making. Sociology (and political science) have much to offer to these debates, raising long-standing questions about inequality, culture and power, and agency and structure. The module also develops useful career skills such as analysing problems, communicating ideas, and proposing and implementing solutions. [No previous knowledge required. Your report may, if you wish, include some images or video material.]		S1	15
SOCG2114	Sociological Research: the Research Proposal	This module is designed especially for Joint Sociology students who may wish in the following year to do a JOIN3002 dissertation which includes Sociology, or a SOCG3002 entirely in Sociology. In this module you will develop your understanding of the relationship between theory, methodology and methods. You will also further develop your understanding of how to design social research and the ethical implications via the development of a research proposal. You will be given the opportunity to develop an independent approach to study which will help prepare you for the dissertation that you will undertake in your third year.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG3106	History of Sexuality	This module is about the sociology of sex and sexuality, although it draws extensively on historical research, as well as social theory. It provides background to the contemporary issues around gender, sexuality and representation considered in SOCG3105. The title 'History of Sexuality' reflects the module's approach, which is to treat sexuality as a construction of specific social and historical contexts. In particular sexuality is viewed as a means of expressing and representing gender in ways that vary from one period to another.		S1	15
SOCG3111	Education and the Sociological Imagination	In this module we will review classic and current perspectives and theories on education, apply these perspectives and theories to contemporary issues in compulsory and post-compulsory education and develop an understanding of the relationship between education and other dimensions of society in England. We will build upon themes raised in SOCG1101. Examples of the kinds of issues we will be considering in the module include: 'What is education?', 'Who is education for?', 'Boys' underachievement: reality or myth?', 'Widening participation in Higher Education', and 'Falling standards: whose standards?'		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG1108	Visual Sociology	Visual Sociology is a really interesting module which explores how people use images to communicate and persuade. It needs no prior knowledge at all - everything is explained in the module - but you will learn a lot from it about Sociology and about how to write good assignments. The images we look at include TV, photos and video clips in social media messages, selfies, emojis, logos, adverts, notices, posters, art, graffiti, cartoons, maps, infographics etc., sometimes accompanied by sounds or words. The visual can also include body adornment such as make-up, jewellery, tattoos, and fashion, and the physical environment such as architecture. Some images may be harmless, but we can learn a lot from them about the world. However, they can also be used by powerful interests to distort information, trying to manipulate people. Ordinary citizens and social movements then try to counteract them, with their own rival images. Sociology can usefully investigate this to try to discover more about what is going on in the world and where power lies within it. For the assessment, you produce three mini-papers, each analyzing some images, which you think are socially significant, and showing that you can incorporate images into your own writing. We give you help every step of the way in producing these mini-papers.		S2	15
SOCG2103	Constructions of Crime: Media Representations and Policy Debates	There is no one 'objective' view of what crime is, or of its causes: these notions are 'socially constructed'. The module therefore begins by examining the range of perspectives on crime and deviance, and the impact of these on crime's representation in the media. The various explanations become ideological positions within political debate about government policy on offenders, which is the focus of the second half of the module. Class, 'race', age, and gender, and beliefs about them, influence the various explanations in different ways, and these variables are therefore considered throughout the module.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG2112	Digital Society	The world in which we live is being transformed by digital technology. It is easy to see the benefits of that, such as information readily accessible when we need it, contact with others via social media, the ability to monitor our health and fitness, and assistive technologies for people who have disabilities. However, there are also major concerns, including the circulation of fake news and online abuse, growing inequalities between those who are digitally connected and those who are not, and (perhaps above all) surveillance: government monitoring of citizens, and firms monitoring employees and consumers. Even people's ability to monitor themselves may have disadvantages, such as increasing levels of anxiety and pressures to measure up to other people. The module allows you to explore the implications of all this in an area of social life of greatest interest to you: health and illness, disability, social welfare, crime and criminal justice, education, work and the workplace, political activism, personal and domestic life, sport and leisure, or the life of the consumer. No previous knowledge required.		S2	15
SOCG3105	Pornography and Modern Culture	This module is concerned with the construction of gender and sexuality in a representational context. It can be taken in combination with SOCG3106 or as a freestanding module within both Sociology and Media and Cultural Studies subject areas. The module develops the themes of changing gender relations and identities in modern society and the methodological issues that arise concerning the various ways in which sexual representation can be studied. The module will draw primarily on the common example of mass-market heterosexual pornography, although other erotic genres may also be considered for comparative purposes.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG3107	Body and Society	This module will introduce students to the body in society. Students will initially be required to explore the ways in which the mind/body dualism has conceptualised our understanding and experience of the body. The module will then provide students with the opportunity to re-examine classical Sociology, and reflect on contemporary Sociological theories in relation to substantive issues such as health, the commodified body, bodywork and death.		S2	15
SOCG3113	Constructing Emotions: Social/Political Perspectives	Emotions affect not only personal well-being, but also areas as diverse as TV reality shows, pressure group campaigns, and the treatment of criminals. But emotions, and the way they are expressed, are to a large extent socially/culturally constructed, and often 'managed' or manipulated by powerful organisations and vested interests such as corporations, governments, media outlets. Moreover, the claim that certain emotions are typical of some groups (e.g. women) can be used to belittle or marginalise them. However, ordinary citizens may be empowered by emotions which generate resistance, such as social movements. This tension, between emotions as oppressive or liberatory, helps with the classic sociological and political question: are people prisoners of structures over which they have little control, or can they exercise human agency to overcome such constraints and thus determine their own lives? Explore these ideas in an assignment in which you focus on an area of interest to you, e.g. personal life, work, politics, crime, religion, education, media, etc.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SOCG3114	Capitalism and Globalisation	In SOCG3114's assignment you explore the impact of capitalism and globalisation on one or more aspects of everyday life of your choice, e.g. crime and criminal justice, work, mental health and stress, gender, leisure and sport, media and social media, religion, relationships, refugees and migration, world poverty, politics, etc. (or you can choose others not on this list). We also discuss how in their day-to-day lives people might resist the adverse effects of global capitalism e.g. by not complying with its demands, adopting different beliefs, buying fair trade products, or joining a movement etc., and how Sociology (or political science) ideas can help us navigate our way through life in such societies. The module assumes no previous knowledge: rather, it presents new ideas through illustrated lectures and simulating discussions, video material and case studies. Above all it reveals how global consumer capitalism is now rapidly changing: spawning and swallowing up developments such as digital technology, short-term thinking, and crises of all kinds that threaten the future of the planet itself.		S2	15
SOCG1110	Sociology in Practice	TBC – module currently awaiting validation. Please contact Jenni Nock (j.nock@worc.ac.uk) for more information		S1	15
SOCG1111	Sociology of Health and Illness	TBC – module currently awaiting validation. Please contact Jenni Nock (j.nock@worc.ac.uk) for more information		S2	15

MEDIA AND CULTURAL STUDIES

Please note: due to ongoing course development work all modules are listed subject to approval and may not run in 2022/23

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
MECS1007	Introduction to Televisual Cultures	This module introduces television – its programmes and production, and how its viewers use and interpret what they see. In it, you study a range of genres such as news, sport, documentaries and reality television and apply some interesting theories to those. The module also examines on-line communication and considers how this is changing television and television audiences. This will enable you to explore and analyse your own experience of viewing television in a critical context.		S1	15
MECS1020	World Cultures	This module will be structured around headings such as: National Identities; Food and Identity; Sport, Popular Culture and Youth Culture; Religion and Philosophy; and Cultures of Health and Healing. These themes will form the basis of the content for presentations and practical workshops which comprise the module, and will incorporate real-world experience of cultural ideas and practices which might include, for example, film screenings, food tastings and/or demonstrations in addition to theoretical learning. An optional trip, which could incorporate a programme of cultural activities, guest speakers, tours and museum visits, may be offered as part of the module.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
MECS2032	Philosophies of gender and Sexuality	The module focuses on philosophies of gender and sexuality, acknowledging contemporary developments in the field of identity politics and LGBTQIA+ studies. It will examine and critically analyse the representation of gender and sexuality in various forms of popular culture including magazines, advertisements, sports, television, music and film. The module also considers various debates and encourages students to challenge stereotypes through the critique of 'traditional' philosophies of selfhood which prioritise a white, male, heteronormative existence. Students will engage in discussion with other students and the tutor by contributing to the discussion on selected topics.		S1	15
MECS3004	TV Times	This module explores a range of key concepts including Orientalism, morality, panopticon, cruel TV, cult TV and flow theory. It builds on previous modules, specifically MECS1007 (Introduction to Television) and MECS2017 (Screening the Nation) developing existing themes whilst also introducing new ideas. Texts studied will include key generic forms such as sitcoms, soap operas, documentaries, makeover programmes, reality shows, news, online and digital media (e.g. Netflix) in relation to television.		S1	15
MECS1003	Gender and Representation	This module introduces students to key concepts in the analysis of gender and social/cultural representation. It takes as its focus the gendered basis of social control as evident in constructions of subjectivity and sexuality. The module provides a good foundation from which to develop interests in representation and gender at levels 5 and 6 and fits into the key areas of texts and representations, and consumption and audiences. For more information please email stephanie.jones@worc.ac.uk		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
MECS1015	Popular Music and Cultural Change	The module outlines a history of popular music in the UK and US. It will introduce key themes in media and cultural studies (e.g. identity, nation, gender) and a central focus of the degree - the extent to which social change is shaped by the interaction between popular (people's) culture and the influence exerted by the media industries. Case studies will vary but might include, for example, The Beatles, David Bowie, Madonna, rap/hip hop, Lady Gaga.		S2	15
MECS2004	Crime and the Media	The relationship between the media, the public and crime is complex. Drawing on perspectives from history, sociology and criminology this module explores this complicated association from the nineteenth century to the present day. The sessions, which will be thematic in nature, will discuss the role of the press and other media agencies in shaping perceptions of crime, criminality, guilt and innocence. The module builds on themes developed in Level One mandatory modules for Media and Cultural Studies, such as moral panics, the representation of women, and the construction of news. It also makes use of critical assessment of the relationship between production and text, and between text, audience and the social world. *This module is normally only open to students in MCS and students in History*.		S2	15
MECS2018	Beyond the Mainstream: Identity and Diversity in Film and TV	This module provides a critical understanding of representations in relation to identity and diversity, focusing on film and television case studies which might be considered 'minority narratives'. This may include critical evaluation of film and television in relation to such issues as BAME, LGBTQ+, women, disabled screenwriters, film-makers, producers and directors and is underpinned by the concept of representation. This module will also investigate the social, historic and political contexts which inform contemporary minority representations in film and television.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
MECS3016	Commercial Uses of Social Media	Students will analyse and engage with a variety of social media and marketing cultures including twitter, YouTube and professional and social networking sites. This module aims to link theoretical considerations to practical experience in a critically reflective manner. It will also build and further develop ideas introduced on the second year module Social Media MECS2011		S2	15

DRAMA

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DRAM3206	Theatre & Learning Disability	The module will explore the range of aesthetic, ethical, political, methodological and practical dimensions to approaching theatre and drama work with, for and by people with a learning disability. The module will highlight the contrasting ethical positions of the aesthetic, social and medical approaches. Whilst this module forms a part of the Applied Theatre strand within the course and will be useful for students interested in following a career in Applied Theatre, or education or socially engaged work, it also examines current practice that seeks to develop a more nuanced understanding of the aesthetics of professional learning disability theatre practice.		S1	15
DRAM3211	Writing for Performance	The module will explore and examine various forms of writing for performance with a particular focus of new forms of writing which challenge or interrogate the limits of traditional dramatic structures. Students will explore particular techniques employed by several 20th and 21st century writers - including the use of autobiography, non-linear and interactive structures, different forms of performance presentation radical adaptations of classic plays and opportunities for publication offered by digital technology. Students will produce their own creative writing work in response to themes and ideas explored in the module.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DRAM3214	Sexuality in Performance	This module introduces students to key issues concerning sexuality in Drama & Performance. It particularly explores the non-heteronormative tendencies present in performance from Shakespeare to the present day. Issues of sexuality will be considered from a range of theoretical, historical, cultural and political perspectives. The students will examine how sexuality is presented differently in various performance practices. It will be of particular interest to students who would like to follow a career in community/applied theatre. It links with other modules in an 'identity' strand; Theatre and Disability and Women in Performance.		S1	15
THEA2006	Musical Theatre	This module will explore Musical Theatre through historical contextualisation and practical investigation. Through examining a range of traditional and contemporary productions students will consider practices and practitioners of the genre alongside socio-political and cultural contexts. The module will explore the ways in which music, song, text and dance are integrated as part of the storytelling process and how each aspect articulates narrative. Practical sessions will enable students to develop their performance skills in relation to Musical Theatre.		S1	15
DRAM3207	Staging Shakespeare Today	This module aims to develop students' critical awareness of the diversity of contemporary Shakespeare production. Attempts to present Shakespeare in 'authentic' original staging conditions will be contrasted with modern radical adaptation. The impact of current directorial and scenographic approaches will be examined and critiqued together with the extent to which the plays can be made to reflect contemporary socio-political issues. The continuing cultural dominance of Shakespeare will be explored in relation to both popular and intellectually elite audiences in a range of different media.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
DRAM3216	Professional Practice	This module aims to develop students' understanding of the relationship between drama activity in the academy and the professional theatre context. Weekly lectures will explore various aspects of industry practice including: arts administration, fundraising, marketing, the operation of professional associations and regulatory bodies, touring opportunities for theatre companies, the formulation of artistic policies and UK public and private arts funding. Students will study particularly the practices of existing small scale theatre companies and organisations and apply this understanding to their own projects.		S2	15
THEA2002	Creative Movement Practices	Movement practices are an essential part of all performers' repertoire, from physical theatre to dance. In this module we explore the wide range of movement practices in an experiential way. This is a practical module and you will develop your physicality skills, developing more expressive and reflective bodies. We will also make an in-depth study of creative practices in this area looking at choreographic processes and key practitioners in the area. Through this work we will create and share our own performances. We will also learn methods for understanding and critiquing this kind of work.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
THEA2004	Performance & Digital Media	Digital tools are reshaping and redefining performance: how it is created, how it is performed, how it is shared. In this module you will learn how digital media and technologies are being used to enhance, augment and redefine performance. You will study current approaches and try to predict future developments. This is a practical module in which you will experiment with technologies to find innovative ways of blending digital with performance. You will develop new skills in working directly with digital and technological platforms. These skills are highly in demand by the creative sector and you will encouraged to use this module to reflect on and highlight your employability.		S2	15
THEA2005	Playwriting	This module introduces and explores the vocabularies, forms, and practices of playwriting. Students will have the opportunity to develop their imaginative and dramaturgical skills through a sustained period of writing exercises, textual analysis, and workshop seminars exploring dramatic elements such as structure, narrative, character, and setting. The module will also introduce some of the theorists whose concepts underpin the British, American and European tradition and examine whether those concepts continue to play a role in contemporary British playwriting. Students will communicate their learning by working individually to develop a short play or play extract and by reflecting critically on their writing.		S2	15

PSYCHOLOGY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC1437	Introduction to Studying Psychology	This module explores the development of the discipline across five core content areas: cognitive psychology, biological psychology, developmental psychology, social psychology and individual differences. The distinction between quantitative and qualitative methods of enquiry will be introduced. Students will consider the development of key skills required in studying Psychology such as literature searching, describing theory, considering ethics and reviewing research evidence to form an argument.		S1	15
PSYC1453	Applied Psychology 1: Performance, Health and Wellbeing	This module explores psychological theories and interventions that can help us to understand and enhance performance, psychological wellbeing and health in a range of organisational contexts such as business, health or sport. Theories from positive psychology, motivation and behaviour change that underpin interventions will be explored, as will individual differences that might act as barriers or facilitators to change, including ability, states and traits such as perfectionism or procrastination. Students will be encouraged to engage with the content in a personally meaningful way to facilitate active learning and development. A weekly journal will form the basis of a reflective log to synthesise themes for personal development.		S1	15
PSYC2545	Evolution and Human Behaviour	This module aims to introduce students the role of evolution in human behaviour and psychology, examining a number of areas of psychology that can benefit from an evolutionary perspective. These include social, cognitive, developmental and comparative psychology, as well as anthropology, genetics, paleoarchaeology and primatology.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC3654	Understanding Trauma & Violence	Drawing on contributions from forensic, clinical and counselling psychology and neuroscience, this module will examine approaches to violence prevention and responses to trauma. Students will engage with key theories, concepts and empirical work which spans multiple fields of psychology to debate current issues and scrutinise and apply the latest research around preventing and responding to trauma and violence.		S1	15
PSYC3662	Positive Psychology	Historically, psychologists have mainly focused on that which is negative and pathological about humans and their behaviour. In contrast, positive psychology addresses the positive aspects of humans including happiness, personal growth and well-being, and how these can be promoted. Students will engage with key theories, concepts and empirical work in this burgeoning area and will scrutinise and apply the latest research. This module will also demonstrate how positive psychology is been utilised in various applied areas of psychology, including the use of positive psychology theory and interventions in educational, health, clinical and occupational settings		S1	15
PSYC3664	Coaching Psychology	This module will consider how psychological theory informs coaching practice and examines the use of coaching in a variety of settings including business, sport and personal development. This is an applied module which aims to give students the opportunity to explore a number of coaching techniques through supervised practice with fellow students.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC1454	Applied Psychology 2: Forensic and Therapeutic Settings	This module explores psychological theories and interventions that can help us to understand human behaviour in forensic and therapeutic settings. Students will be introduced to a variety of forensic, clinical and counselling psychology topic areas. This will involve concepts of crime and criminal behaviour, psychological ill-health and key therapeutic approaches to treating mental disorders. Sessions will cover psychological theories of mental disorders and offending behaviours. Key therapeutic approaches in their treatment and rehabilitation, drawing on theory, evidence and principles from Forensic, Clinical and Counselling Psychology will be explored.		S2	15
PSYC2544	Psychology in the Real World	This module will apply psychological concepts, theories and research to examine what role psychology can have in the real world. Using a problem-based learning (PBL) approach, students will learn about a number of different applications of psychology across the module. For each one, students will be introduced to the topic and the accompanying psychological evidence base, and then be asked to actively work in groups to tackle how psychology can make a difference in the real world. Students will be supported to explore and reflect on the skills required to apply psychology in the real world, including transferable skills working in teams, and thus the module supports employability and career development.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC3652	Living with Long Term Conditions	Long-term health conditions affect approximately 26 million people in England alone. Living with a long-term condition is associated with significant adverse physical, psychological and social consequences and increased healthcare spending. Thus, there is a key role for psychological research to better understand the lived experience of long-term conditions to promote living well with long-term illness and enhance health-care provisions. This module aims to introduce students to the physical and emotional impact of chronic illness; psychosocial influences on patient outcomes, including the role of illness beliefs and carers; conceptualisations and measurement approaches to quality of life, including their limitations; models of adjustment and coping; adherence to treatment and patient-centred care. Students will have the opportunity to study a number of long-term conditions in depth and there will be an emphasis on the research methods typically utilised within this field.		S2	15
PSYC3653	Social Cognition & Emotion	Drawing on contributions from areas such as social psychology, individual differences, evolutionary psychology and neuroscience, this module will examine social cognitions about how we understand, and explain, the behaviours of ourselves and others. This module will also consider the interpretation and impact of emotions on our social lives. Students will engage with key theories, concepts and empirical work which spans across multiple fields of psychology to debate current issues as well as scrutinise and apply the latest research around social cognition and emotion.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC3663	Business Psychology	This module aims to expose students to the application of psychological techniques, concepts and theories to the workplace. Organisational level initiatives in practice will be explored, with critique of existing organisational practice from an evidence-based perspective. Individual level factors and schemes will also be explored. The focus of the assessment will support the development of the translation of theory and evidence into practice in the world of work. Finally, students will be supported to reflect on and prepare for personal experiences of psychology in the work place, such as preparing for interviews and career planning, thus the module supports employability and career development as students prepare to transition out of their psychology degree.		S2	15
PSYC3665	Counselling Skills in Applied Sport and Exercise Psychology	This module aims to introduce students to the foundations and theoretical underpinnings of counselling psychology with a specific emphasis on applying these skills in a sport and exercise environment. Students will develop an awareness of the influence of psychological theory in counselling practice and will be able to employ this throughout the module in practical activity opportunities and via assessment at the end of the module.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
PSYC3666	Cyberpsychology	<p>As we are living more and more of our lives in the online environment it becomes increasingly important to consider the social and psychological implications of this. This module will explore topics such as whether individuals behave differently online than offline, how we develop an online identity, and how social media use can affect interpersonal relationships and mental health.</p> <p>This module will provide current trends in cyberpsychology research and students will be encouraged to think critically about theory, application and research methods used in this field.</p>		S2	15
PSYC3668	Psychology and the Law	<p>This module aims to introduce students to a variety of topics regarding the interface between psychology and the law. The formative and summative assessments are designed to provide students with an opportunity to develop both critical thinking skills and those required when attempting to apply psychological research to the criminal justice system.</p>		S2	15

SOCIAL WORK

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
FDHS2204E1	Reviewing Academic Literature in Health and Social Care	Students come from a wide variety of work and placement settings; this module is an opportunity for the student to select a topic that increases their knowledge in an area that is of particular interest and relevance to their work place or placement.		S1	15
SOWK1001E1	Context of Practice	This module will provide students with an understanding of the social policy context in which social work operates and the development of social work as a profession. Students will learn about the needs and issues service users may present with and explore the social work role in responding to these.		S1	15

EDUCATION STUDIES

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST2101E1	Educational Enquiry	This module supports students' engagement with the theory and practice of educational research. The module introduces students to the key philosophical and theoretical debates around the nature of knowledge, the use of research to inform policy and practice, and the conducting and interpretation of research. The module builds on this by supporting students to find literature appropriate to their own chosen area of research.		S1	15
EDST2111E	From Exclusion to Inclusion	This module creates an opportunity for students exploration of developments in inclusive education for individuals with 'special education needs' and/or disabilities. The module develops understanding of the historical and social context of 'mainstreaming' in schools (since the Second World War) and examines the complex picture of policy and practice seen today. The module encourages students to further develop critical thinking skills and information search, evaluation and reporting. Skills include developing criticality, critical use of sources of evidence (e.g quantitative and qualitative data) working in teams, researching individually, developing an academic writing voice.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST2142	Mentoring and Coaching within Education	The process of mentoring is to facilitate, support, and encourage individuals to manage their own learning to achieve their full potential, enhance their skill set and improve their performance. The process of coaching is the development of a specific personal or professional competence, result, or goal. Both mentoring and coaching skills are implicit within graduate employment, whereby the graduate is likely to have responsibility for others. This is particularly true in the education sector. Within this module, the symbiotic relationship of the mentor and learner is explored through a thematic, practical approach based on sound theory, to mentor other students at an earlier stage of study. Within the module there is a practical basis of mentoring and coaching peers.		S1	15
EDST3119	Relationships in Education	The aim of this module is to provide an understanding of the social context of education. Through the exploration of some of the factors that impact upon the pupil, students will develop an appreciation of the interactive processes between individuals, the educational setting and wider society. The approach is developmental, drawing on the student's own expertise and the identification of strategies and skills that can be applied in educative situations. Students will deepen their understanding of human relationships and develop the ability to apply theoretical perspectives to their own experience via activities such as observation tasks that will be shared and critically discussed in seminars.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST3126	Organising Teaching and Learning	<p>This module is primarily concerned with philosophical, sociological and political influences on education. We examine these in regards to the curriculum, creativity, the educational environment and related aspects such as the role of values. We also address the impacts of such issues on the organisation, educators and what these mean for those accessing education.</p> <p>In addition, there is some emphasis on professional reflection and evaluation in the context of your personal educational philosophy and it's potential relationship to practise</p>		S1	15
EDST3128	Extension Module	<p>This role of this extension module is to allow students to develop work they have encountered in one of the subject option modules further and in greater depth.</p> <p>Students will be allowed to take the extension module if they meet three requirements: they must achieve an overall grade of C or above in the 'base' module, they must submit a rationale for the further study prior to the start of the module, and the tutor of the 'base' module must agree the suitability of the task proposed. The achievement of at least grade C is required as an indication that the student has sufficient grasp of, and can work relatively independently on, the chosen material. To ensure equity, the specifications for this extension module are broadly equivalent to the extension modules in other UMS Fields.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST2121	Radical Education	This module aims to broaden students' critical awareness and understanding of the purposes and processes of education. Mainstream educational approaches have been remarkably resilient to change. Much teaching and learning still takes place in schools in standard type classrooms and is led and organised by teachers guided by government policy. There are other forms of education and knowledge production and this module seeks to offer students the chance to critically explore some of these alternatives. Students are offered the chance to shape the module for themselves in terms of its content, structure and assessment requirements.		S2	15
EDST3118	Values in Education	Educational values and values positions are necessarily involved in choosing or commending one course of action from a range of possible alternatives and will be the starting point of this module. Particular values and their justification will be examined. Students will explore, through discussion and assignments, the potential ways in which the values held by individuals, groups and institutions impact on educational content, provision and practice. Key educational concepts and their underpinnings will be analysed. A range of learning approaches are employed within the module including lectures, seminars discussion, group work, case studies, presentations and individual tutorials. A clear focus on assessment requirements is maintained throughout the course.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST3127	Critical Perspectives on 'Special Educational Needs'	The module investigates the concept of 'special educational needs'/'additional needs' rather than taking it 'for granted'. You will be encouraged to adopt critical and reflective approaches, considering 'SEN D' from differing perspectives. We will look at the impact of the ways people think and have thought about 'SEN'. We will use sociological, psychological, philosophical and historical ideas to help us. The most important thing is to try to look at 'SEN D' from different angles and be open to considering a range of different ideas and possible effects of these ideas.		S2	15

SPECIAL EDUCATIONAL NEEDS, DISABILITY AND INCLUSION

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SEND2002	Global Perspectives and SEND	Beliefs about the idea of SEND and provision for learners identified as having SEND vary across countries, cultures and contexts as well as through time. This module explores some of the major discussions and trends in international policies and practices in the field as well as exploring beliefs, policies and practices specific to a varied sample of particular contexts.		S1	15
SEND3005	Assistive Technology in Practice	This module introduces students to the range of assistive, adaptive and rehabilitative technology associated with SEN, disability and inclusion; it provides an opportunity to explore associated issues surrounding their use and access arrangements. In addition students will be encouraged to identify, review and evaluate materials, devices, aids, systems and programmes that support communication, sensory and motor development by improving access to education and learning.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SEND3006	Concepts of Social, Emotional and Mental Health in Special Educational Needs and Disability	<p>This module provides students with an opportunity to explore mental health issues and appropriate interventions. In the majority of education and care settings where professionals may work with individuals with special educational needs and disabilities, mental health is a consistent issue. It is essential that professionals are able to support individuals who may exhibit emotional distress, mental illness or issues with their emotional well-being. Amongst young people, one in ten are likely to develop a mental illness at any one time. One in four adults experience at least one diagnosable mental health problem each year (DoH, 2018). Mental health problems represent the largest single cause of disability in the UK (DoH, 2018). Furthermore, evidence suggests that individuals with some Special Educational Need (SEN) are more likely to experience mental health issues (DfE, 2018). Key priorities for supporting individuals with mental health needs will be covered in this module, through critical debate and research in relation to prevention, identification and support.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SEND2003	Understanding Complex Conditions	The learning activities within this module are designed to enable students to understand the nature of the autism spectrum and associated implications for learning, communication and wider societal involvement throughout childhood and into adulthood. It is underpinned by an exploration into the historical context in order to familiarise students with the developments in knowledge and understanding of autism as a developmental disability. The module introduces students to the critical debates around language, diagnosis and theoretical positions; it provides opportunities to relate these to real-life issues for individuals and their families. Key theories will be analysed and the implications for policy and practice, particularly in educational contexts, will be explored.		S2	15
SEND3004	Identity, Inclusion and Social Justice	This module encourages the exploration of current issues in practice and policy developments from the perspective of the individual. It includes the study of wider issues around personal identity and inclusion in society, including representation, marginalisation and empowerment; in addition it enables students to study social and cultural constructions of the self. A breadth of issues relating to social justice will be explored, from a range of isms and phobias (Cole 2008) which can include classism, ageism, racism/xeno-racism and xenophobia, sexism/genderism, disablism, homophobia, transphobia and Islamophobia. These are not discrete areas, and the interplay between facets of identify (e.g. age, sex, class and “race”) of individuals will be explored.		S2	15

SPORT

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT1005	Introduction to Motor Learning and Skill Acquisition	Human movement is a complex phenomenon. For practitioners concerned with movement enhancement, that complexity presents a constant challenge. The key to meeting this challenge lies in understanding how people learn. This module introduces practitioners to the processes which underlie human movement. Bridging the gap between research and practice, this module provides practitioners with the necessary tools to build a solid foundation for assessing performance, providing effective instruction, and designing practice and training experiences that will optimise skill acquisition and performance.		S1	15
SPRT1013	Physical Activity, Exercise and Health	The steady growth of exercise and physical activity for health industry is continuing as the government strives to combat the increasing health costs related to an aging population demographic, obesity and hypokinetic diseases such as coronary heart disease. This module prepares students for further study into this area by introducing them to the exercise and health relationship, the underpinning epidemiology and related government policy. The module experience is enhanced by health based practical work.		S1	15
SPRT1023	Exercise Training and Prescription	This module provides students with an introduction to the basic principles underpinning the design of physical training programmes aimed at improving either health related fitness or sporting performance. Issues related to the design and delivery of both individual exercise sessions and longer term programmes are considered through reference to underpinning theory.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT1027	Adapted Physical Activity, Sport and Disability	This module enables the student to identify information and concepts associated with working with people with a disability in sporting situations. The teaching and coaching methods that can be employed with people with a disability will be explored during the module. The module will allow students to formulate appropriate responses and adaptations when working with people with disabilities in sporting situations.		S1	15
SPRT1036	Sports Coaching Intrapersonal Skills	Intrapersonal skills (identity, values, beliefs, leadership styles, mind-set, reflection, autonomy and learning) are fundamental to the continual development of sports coaches. This module aims to identify and develop personal skills and knowledge that relate to coaching and personal development. This module explores different sets of knowledge and allows learners to self-analyse, reflect and develop personal action plans.		S1	15
SPRT1039	Dance and Gymnastics in Primary Schools	This module aims to develop students' knowledge, skills, and understanding of gymnastics and dance with a focus on the expectations of Primary Physical Education. It is a practical module with a strong emphasis on improving skill set and developing an understanding of teaching these skills. It aims to, extend subject knowledge; improve competence in performance; and develop the ability to recognise good practice when observing and analysing movement. Key pedagogical principles will be explored and applied through the progressive practice of skillful body management, encouraging the development of students as knowledgeable, reflective practitioners.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT1047	Sport Management Intrapersonal Skills	This module will open your eyes to who you are, your capabilities and where you could be in the future. The development of intrapersonal skills (identity, values, beliefs, leadership styles, mind-set, reflection, autonomy and learning) are fundamental to the development of you within the field of sport management. Through a combination of one-to-one tutoring with PAT, group coaching, traditional classes and experiential learning we will explore your personality, attitudes and values, relationships to others and group interactions. This module will support you in the transition to HE and aid your ability to self-analyse, reflect and develop personal action plans.		S1	15
SPRT2015	Sponsorship and Fundraising	All sport organisations must consider income. For commercial organisations, profit generated through sales of goods and services is imperative, as is the drive to seek new ways to maximise income, particularly through sponsorship. For public and voluntary sector organisations, funding streams can be more varied and complex, with a constant need to secure and seek out new sources. This module aims to develop students' skills in designing strategies for securing additional income streams, in order to ensure the future viability of sport organisations. It considers the key principles of sponsorship, fundraising, with strategies and actions to access different funding streams.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT2056	Sports Coaching Interpersonal Skills	<p>Interpersonal skills (social context, relationships with key others, communication, active listening and questioning, athlete and parent management, personal conduct, mentoring, coaching methodology) are fundamental to the continual development of sports coaches.</p> <p>This module aims to identify and develop personal skills and knowledge that relate to coaching and personal development. This module explores different sets of knowledge and allows learners to self-analyse, reflect and develop personal action plans in relation to working with others.</p>		S1	15
SPRT2057	Contemporary Issues in Sport	<p>This module builds on Level 4 modules and provides students with the opportunity to engage in analysis of contemporary issues that impact upon sport and exercise participation. The module focuses on social issues relevant to the sports coach and physical education teacher (e.g. marginalized populations; competitive sport; governance). In evaluating these issues, the module employs a range of sociological and psychological theories, and, students will reflect upon their own teaching/coaching philosophy in relation to selected issues. The module is aimed upcoming teachers and/or sports coaches, who are interested in developing their knowledge and contributing to current learning resources for educators.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT2071	Sport Tourism and Event Management	Tourism is now the world's largest industry, used by people travelling for recreation or business, both can relate to sport. This module explores the growth and key components of sport tourism, paying attention to sport event tourism. It will show the market opportunities which exist to design services and products to meet customer needs, in relation to travel, accommodation and event experience. It pays particular attention to the trend whereby the event capacity to attract people can far exceed stadium capacity, as people can visit the destination and watch the sport event remotely, in a fan park or bar.		S1	15
SPRT3006	The Sports Entrepreneur	This module focuses on the student as a would-be sports entrepreneur. It develops the potential to acquire an entrepreneurial capability, i.e. opportunity recognition and to think creatively. It equips the student with the ability to understand the business start-up process and to pitch his or her own business idea to a group of selected panel members. Students will learn about their own skills and attributes and their readiness to initiate business ideas and apply entrepreneurial solutions to market opportunities and threats in the sports industry.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT3028	International Sport Development and Volunteering	<p>Sport has grown as a tool in international development, education and aid projects. This is manifested in a variety of forms, ranging from the growth in voluntary work, social tourism, gap years (for both students and increasingly people in work), and charity fundraising events. The delivery often takes place in destinations where the natural environment, the cultural setting and the political context can be far more challenging than in the UK.</p> <p>This module deals with the management considerations generated by international development projects, such as establishing a sustainable grass roots sport development/educational scheme for a poor, remote rural village in Africa.</p>		S1	15
SPRT3041	Contemporary Issues in Disability Sports Coaching and PE	<p>This module enables the student to critically analyse academic literature and concepts associated when working with people who have a disability in a variety of different sporting situations. This module will challenge your knowledge and philosophy surrounding disability models and the effective selection and appropriate use of recognised practical adaptation learning tools. The module will allow for students to critically examine and analyse current policy and legislation as adopted and directed by National Governing Bodies and education sector providers so they can analyse the support pathways from grassroots sport through to elite level sports programmes.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT3064	Psychological Considerations for Sport, Exercise & Health	This module explores psychological factors in sport and exercise from a sport /exercise scientist perspective. Understanding how practitioners affect performance through motivational climates, self-regulation of emotion and return from injury for example. We explore common topics across different populations; youth, elite, recreational, aging and those with a disability etc. coupled with implications of feeding back testing data to the athlete or client whilst developing psychological support skills and techniques. Students will be required to work with an athlete / client assessing psychological needs and developing psychological skills. Interpersonal skills and techniques are taught as a key component of the module		S1	15
SPRT1027	Adapted Physical Activity, Sport and Disability	This module enables the student to identify information and concepts associated with working with people with a disability in sporting situations. The teaching and coaching methods that can be employed with people with a disability will be explored during the module. The module will allow students to formulate appropriate responses and adaptations when working with people with disabilities in sporting situations.		S2	15
SPRT1039	Dance and Gymnastics in Primary Schools	This module aims to develop students' knowledge, skills, and understanding of gymnastics and dance with a focus on the expectations of Primary Physical Education. It is a practical module with a strong emphasis on improving skill set and developing an understanding of teaching these skills. It aims to, extend subject knowledge; improve competence in performance; and develop the ability to recognise good practice when observing and analysing movement. Key pedagogical principles will be explored and applied through the progressive practice of skilful body management, encouraging the development of students as knowledgeable, reflective practitioners.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT1045	Physiology of Sport, Exercise & Physical Activity	This module introduces students to the physiological basis of sport & exercise performance. Students will consider the cardio-respiratory responses to exercise and develop skills in the collection of physiological data during laboratory practical sessions. This supports students in the development of scientific writing, numeracy and data presentation skills.		S2	15
SPRT1049	Inclusive Cricket Coaching	This module enables the student to identify information and concepts associated with working with people with impairments who participate in adapted cricket, physical activity and sport. A range of teaching and coaching methods that can be employed with people with impairments will be explored during the module. The module will allow students to formulate a fundamental appreciation of the inter-related sectors which can support appropriate responses and adaptations when working with people with impairments in a variety of cricketing situations		S2	15
SPRT1050	Foundations of Cricket Development	Cricket has a long and rich history and is a sport which can be used to both reflect and epitomise cultures. This module explores the development of cricket primarily through the disciplines of history, politics and sociology. Whilst the module initially looks at the development of cricket in Britain, it goes onto explore how the game was expanded and established in other parts of the world with particular emphasis on the development of new formats of the game to increase accessibility and the role of commercialisation within cricket.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT2068	Management and Leadership in Sport	Effective management and leadership principles are essential components for successful sport organisations. This module will cover a wide spectrum of topics geared towards students wishing to occupy leadership positions within the broad organizational context of sport. A background into leadership theory and research will be provided, but will focus on practical applications theory, and how as leaders they will be able to effectively put theory to their practice on an everyday basis. Students will be exposed to various management principles and techniques, leadership characteristics and theories, and will study methods and materials used for effective functioning within sport management contexts		S2	15
SPRT2069	Creating Successful Research in Sport & Exercise Science	This module continues to develop knowledge of Sport & Exercise Science research skills introduced in the pre-requisite module SPRT1037. The module provides students with the skills and knowledge required to interpret and evaluate contemporary literature, and to design research procedures that are valid, reliable and ethically sound. Successful completion of this module will prepare students for the SPRT3062 Sport & Exercise Science Independent Research Project module at level 6		S2	15
SPRT3006	The Sports Entrepreneur	This module focuses on the student as a would-be sports entrepreneur. It develops the potential to acquire an entrepreneurial capability, i.e. opportunity recognition and to think creatively. It equips the student with the ability to understand the business start-up process and to pitch his or her own business idea to a group of selected panel members. Students will learn about their own skills and attributes and their readiness to initiate business ideas and apply entrepreneurial solutions to market opportunities and threats		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
SPRT3009	Group Dynamics in Sport	<p>This module explores the factors underpinning group dynamics in a sports setting. Students will critically reflect on the development of a team in a selected sport.</p> <p>The purpose of the module is to equip students with a critical understanding of the theoretical principles and practical techniques associated with group dynamics in sport. The module explores key aspects of group dynamics such as, group development, the group environment, group structure, team cohesion, team processes and leadership. The module provides students with the knowledge and skills to research and reflect on factors affecting sport team development, cohesion and success.</p>		S2	15
SPRT3015	Physiological Support of the Elite Athlete	<p>This module considers the issues important to the provision of physiological support to athletes training and competing in a range of different environments. It considers the impact of various environmental stressors on human performance and strategies that can be implemented to minimise their negative effects. This module allows students to consider the practical application of exercise physiology theory to the support of athletes in a range of training and competition situations. Emphasis is placed on the physiological effects of various environmental stressors and the formulation of guidelines and interventions designed to minimise any negative effects on human performance.</p>		S2	15

OUTDOOR ADVENTURE AND LEADERSHIP MANAGEMENT

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
OALM2001	Facilitation and Reviewing in Outdoor Learning	<p>This module considers the theory, skills and approaches used for facilitating and reviewing learning in the outdoors.</p> <p>This module is designed to provide an understanding of facilitating learning in the outdoors, and the effective management of reviews to enhance participants' learning. Facilitation and reviewing skills form a base for effective professional practice when working with groups and individuals in the outdoors. Students will apply learning and teaching theories to address the needs of learners in a range of outdoor learning activities.</p>		S1	15
OALM3056	Advanced Facilitation and Reviewing in Outdoor Learning	<p>This module develops advanced skills and understanding of facilitating learning in the outdoors, and the effective management of educational reviews. Students consider how advanced skills in facilitation and reviewing of outdoor learning can help individuals and groups to explore aspects of the outdoor experience including teamwork, leadership and personal development. The module explores the theory base for facilitation and reviewing, develops a range of advanced skills and considers current practice in advanced facilitation and reviewing of learning in the outdoors. Students will apply learning and teaching theories to address the needs of learners in the outdoors</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
OALM2011	Water Based Coaching	By selecting kayaking or canoeing, students further develop their coaching skills in their chosen activity. This module enables the student to develop and critically assess their water-based coaching skills and abilities, preparing them for work in the Outdoor Adventure industry. Strategies of leadership and safety management will also be examined. The module culminates in the students delivering an activity session to a group, where their understanding of group dynamics, coaching ability, safety and interpersonal skills will be assessed.	Students will need to have suitable experience and skills in their chosen activity. Admission to the module will be at the module leader's discretion.	S2	15
OALM2012	Land Based Leadership	This module allows students the opportunity to select rock climbing or hill walking and further develop their technical and leadership skills in the chosen activity. Leadership strategies & safety management will also be examined to enhance the student's ability to manage groups safely in adventurous activity environments. The module culminates in the students delivering an activity session to a group, where their understanding of group dynamics, leadership ability, safety and interpersonal skills will be assessed.	Students will need to have suitable experience and skills in their chosen activity. Admission to the module will be at the module leader's discretion.	S2	15
OALM3055	Contemporary Issues in Outdoor Adventure	This module examines contemporary issues and debates in outdoor education literature and encourages students to investigate the various standpoints in order to gauge their own position on a contemporary issue. The module seeks to develop a critical understanding of current issues within outdoor education, by providing the opportunity to examine aspects of theory and practice and to explore a number of current issues. The module is based around research informed teaching and requires students to identify areas of discourse within the literature, to consider the arguments and develop an evidence-based position on an issue of their choice.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
OALM3057	Outdoor Adventure and Diverse Populations	This module considers provision and adaptive practices for learners from diverse populations in the outdoors. It provides the opportunity to examine different populations and to identify and evaluate how attitude, equipment and coaching / instructional styles can influence participation and performance in adventurous outdoor activities. The module further explores the planning and delivery of adventurous activities for people from differing populations in order to provide the student with core knowledge and skills. Teaching and learning is research informed throughout, and there is a considerable practical element.		S2	15

LANGUAGES

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1002	Improving English Usage and Style in Academic Writing	<p>This module is for undergraduate students; native speakers of English and non-native speakers of English at a high Advanced/Proficiency level who want to improve the quality and accuracy of their English. It will raise students' awareness of British academic writing style, and different text types and structure, enabling them to more effectively approach different types of written assessment. It also provides training in a range of study skills required at undergraduate level and strengthens the development of effective learning strategies and learner independence. Students will be introduced to key grammatical knowledge and terminology, and correct use of punctuation. The module will examine the differences between essay and report structure, and focus on the procedure of draft development. It will teach students how to write coherently and cohesively, and develop students' knowledge of writing skills such as summarising, paraphrasing and synthesising. The module will also develop students' awareness of personal presentation skills. A high standard of English and the ability to present one's self effectively through language use enhances a student's employability.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1003	Improving English Usage and Style in Academic Writing (for non-native speakers of English)	<p>This module is for undergraduate students; non-native speakers of English at a high Advanced/Proficiency level who want to improve the quality and accuracy of their written academic English. It will raise students' awareness of British academic writing style, and different text types and structure, enabling them to more effectively approach different types of written assessment. It also provides training in a range of study skills required at undergraduate level and strengthens the development of effective learning strategies and learner independence. Students will be introduced to key grammatical knowledge and terminology, and correct use of punctuation. The module will examine the differences between essay and report structure, and focus on the procedure of draft development. It will teach students how to write coherently and cohesively, and develop students' knowledge of writing skills such as summarising, paraphrasing and synthesising. The module will also develop students' awareness of personal presentation skills. A high standard of English and the ability to present one's self effectively through language use enhances a student's employability.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1012	Introduction to Teaching English as a Foreign Language (Language Awareness)	Students will examine the role of TEFL in a global context. They will be introduced to the historical development of a range of theoretical approaches to TEFL. They will explore the different types of learner and learning situations, including discussion of the terminology used to describe these e.g. EAP, ESP etc. Students will explore the relationship between learners' linguistic and cultural backgrounds and the English learning process. The essential features of the English language will be examined and students will be required to discuss concepts such as meaning, form and function. Students will study practical examples of the main features of English lexis, grammar, phonology as they apply in a TEFL context. Through observation of qualified TEFL teachers and participation in practical activities, students will recognise and evaluate key aspects of TEFL methodology. Students will gain skills in observation and critical reflection that can be applied in any learning situation.		S1	15
LANG1210	French Stage 1	This module introduces the basics of the French language for those of you who have never studied French before. You will develop reading, writing, speaking and listening skills in French. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1230	German Stage 1	<p>This module introduces the basics of the German language for those of you who have never studied German before. You will develop reading, writing, speaking and listening skills in German. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.</p>		S1	15
LANG1250	Spanish Stage 1	<p>This module introduces the basics of the Spanish language for those of you who have never studied Spanish before.</p> <p>You will develop your reading, writing, speaking and listening skills in Spanish, with the focus on oral communication. The development of communicative language skills is set in the context of situations and tasks facing a visitor to the country. The module also gives an interesting insight into the culture of Spanish-speaking countries.</p> <p>The module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.</p>		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1290	Japanese Stage 1	This module introduces the basics of the Japanese language for those of you who have never studied Japanese before. You will develop reading, writing, speaking and listening skills in Japanese. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework. If you have done some Japanese before, then you should take module LANG1320 Japanese Stage 2 in semester 2.		S1	15
LANG1310	Italian Stage 1	This module introduces the basics of the Italian language for those of you who have never studied Italian before. You will develop reading, writing, speaking and listening skills in Italian. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework. If you have done some Italian before, then you should take module LANG1320 Italian Stage 2 in semester 2.		S1	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1002	Improving English Usage and Style in Academic Writing	<p>This module is for undergraduate students; native speakers of English and non-native speakers of English at a high Advanced/Proficiency level who want to improve the quality and accuracy of their English. It will raise students' awareness of British academic writing style, and different text types and structure, enabling them to more effectively approach different types of written assessment. It also provides training in a range of study skills required at undergraduate level and strengthens the development of effective learning strategies and learner independence. Students will be introduced to key grammatical knowledge and terminology, and correct use of punctuation. The module will examine the differences between essay and report structure, and focus on the procedure of draft development. It will teach students how to write coherently and cohesively, and develop students' knowledge of writing skills such as summarising, paraphrasing and synthesising. The module will also develop students' awareness of personal presentation skills. A high standard of English and the ability to present one's self effectively through language use enhances a student's employability.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1003	Improving English Usage and Style in Academic Writing (for non-native speakers of English)	<p>This module is for undergraduate students; non-native speakers of English at a high Advanced/Proficiency level who want to improve the quality and accuracy of their written academic English. It will raise students' awareness of British academic writing style, and different text types and structure, enabling them to more effectively approach different types of written assessment. It also provides training in a range of study skills required at undergraduate level and strengthens the development of effective learning strategies and learner independence. Students will be introduced to key grammatical knowledge and terminology, and correct use of punctuation. The module will examine the differences between essay and report structure, and focus on the procedure of draft development. It will teach students how to write coherently and cohesively, and develop students' knowledge of writing skills such as summarising, paraphrasing and synthesising. The module will also develop students' awareness of personal presentation skills. A high standard of English and the ability to present one's self effectively through language use enhances a student's employability.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1013	Introduction to Teaching English as a Foreign Language (Teaching Skills)	<p>This module is recommended if you wish to proceed to a qualification in TEFL (CELTA) by taking LANG 2011 at L5. This module will focus on three key areas as preparation for LANG2011:</p> <ol style="list-style-type: none"> 1) Language awareness: To raise general awareness of the basic concepts and terminology used in ELT to discuss language form and use. To identify grammar, lexis and phonology systems to enable candidates to complete the centre's pre-course task. 2) Teaching awareness: introduction to current approaches and methods used in second language teaching to provide a foundation for practical tasks introduced in LANG2011. 3) Collaborative and communicative tasks: to develop communication skills and team building skills as required by Cambridge Language Assessment <p>This module also serves as a method of candidate selection for LANG2011 (CELTA). The module develops students' level of language awareness concerned with the main characteristics of TEFL teaching e.g. lexical, grammatical and phonological. Throughout this module this understanding of the main elements of the English language will be closely linked to the pedagogical implications for teaching purposes in a TEFL setting. The focus is on students being able to understand and then explain key language concepts to non-native learners of English.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1210	French Stage 1	This module introduces the basics of the French language for those of you who have never studied French before. You will develop reading, writing, speaking and listening skills in French. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.		S2	15
LANG1230	German Stage 1	This module introduces the basics of the German language for those of you who have never studied German before. You will develop reading, writing, speaking and listening skills in German. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1250	Spanish Stage 1	<p>This module introduces the basics of the Spanish language for those of you who have never studied Spanish before.</p> <p>You will develop your reading, writing, speaking and listening skills in Spanish, with the focus on oral communication. The development of communicative language skills is set in the context of situations and tasks facing a visitor to the country. The module also gives an interesting insight into the culture of Spanish-speaking countries.</p> <p>The module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework.</p>		S2	15
LANG1290	Japanese Stage 1	<p>This module introduces the basics of the Japanese language for those of you who have never studied Japanese before. You will develop reading, writing, speaking and listening skills in Japanese. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework. If you have done some Japanese before, then you should take module LANG1320 Japanese Stage 2 in semester 2.</p>		S2	15

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
LANG1310	Italian Stage 1	This module introduces the basics of the Italian language for those of you who have never studied Italian before. You will develop reading, writing, speaking and listening skills in Italian. This module is taught in a lively, communicative way and you will be expected to participate in pair and group work activities. You will also work independently outside the taught sessions and extend your language learning skills through the development of a portfolio of coursework. If you have done some Italian before, then you should take module LANG1320 Italian Stage 2 in semester 2.		S2	15

BUSINESS – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2000	Integrated Marketing Communications	Marketing communications are a vital function of any organisation. Integrating the various forms of messages and media so they align with the business' brand and resonate with target audiences, is therefore crucial. This module provides a critical awareness of the communication process, the scope of marketing communications, traditional and digital media, and ethical issues associated with communications. The behavioural foundations underpinning marketing communication and promotion management are examined. The implications for marketing communications in a global world will also be explored.		Across Semesters	30
BMGT2100	Fundamentals of Management Accounting	This module provides a solid grounding of all aspects of management accounting. It aims to ensure an understanding of the importance of cost behaviour and the concepts of different cost accounting techniques such as marginal and absorption costing. Learners develop analytical skills by interpreting management information (quantitative/qualitative/secondary) to assist in business decision making. The module includes discussion on the purpose of the budgetary process and how to calculate different forecasting techniques.		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2110	Fundamentals of Financial Accounting	This module begins with a discussion of the nature and role of financial accounting, considering who uses financial accounting information and for what purposes. The module continues with the processes used to record, summarise and present business transactions. The objective is to develop skills to prepare sole trader, partnership and single company financial statements, including the statement of financial position, statement of profit or loss and statement of cash flows. Key users and stakeholders need to understand financial accounts, so the module studies a wide range of analytical techniques that support practical investigation into the three key financial statements, enabling evaluation and discussion on reported financial performance.		Across Semesters	30
BMGT2113	The Global Economy	<p>This module explores the critical topics of business innovation and entrepreneurship. Due to increasing volatility in macro and micro-competitive environments driven by globalisation and new technologies, firms need to continuously re-invent themselves in order to stay relevant and survive. Markets and industries are being disrupted by new products, processes and business models at an increasingly alarming rate.</p> <p>The drivers of this business innovation is not coming from incumbent firms within established industries but from entrepreneurs and `new economy` start-up businesses. The module analyses the different types of business innovation currently taking place in global markets and the role of entrepreneurs and entrepreneurship in this highly disruptive process.</p>		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT2223	Responsible Business	The module provides hands-on experience of good practice displayed by organisations demonstrating different models of responsibility and the challenges involved in adopting and implementing them. It builds an understanding of the importance of a responsible approach across the whole organisation. Skills developed throughout the module will be applied to the design and development of cases, modules and games that will encourage stakeholders to act responsibly. Learners will critically evaluate organisational responses to opportunities and challenges to internal environments, social and ethical opportunities and barriers to responsible behaviours.		Across Semesters	30
BMGT3000	Digital and Social media Marketing	<p>This module introduces a comprehensive knowledge of digital marketing strategy management platforms and social media. Key questions and critical thinking relate key concepts to a business case or industry, and explores how social media can increase efficiency and improve communication within a business.</p> <p>This module utilizes indispensable tools and advanced methodologies used by the world's best social brands and gain a comprehensive understanding of how to build and scale social media in complex organisations. Through a combination of theory, case studies and practical sessions, participants will evaluate current digital presences of a business case and develop a comprehensive and effective social media strategy based on a business scenario.</p>		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3020	Advertising and Digital Communications	<p>This module assesses the theories of marketing and digital communications and how the theories are used to develop advertising plans. The module progresses from the first stage of product interrogation through to the final stage of creative proposals to create an effective corporate advertising campaign. A variety of research and analysis using case studies and technology tools will be used, including reviewing target markets, media consumption, positioning and creative development.</p> <p>Analysis of advertising concepts such as concepting, colour, repetition, media evaluation, copy and taglines and campaign development will be emphasised. A creative media portfolio will be produced which includes research of a specific brand regarding current target market communication strategy.</p>		Across Semesters	30
BMGT3130	Applied Economics	<p>This module address microeconomic and macroeconomic concepts and issues in order to enhance an understanding of the strategic decision making by business organisations and the national environments in which businesses operate. Different theoretical perspectives can be applied to gain a deeper appreciation of contemporary economic issues. For instance, merger activity might be explained by the desire to increase market power, rationalisation or managerial theories of the firm. At the macroeconomic level, an historical and comparative perspective will be utilised to evaluate different economic systems and how they have performed. For instance, Japan's economic miracle, wasted decades and more recent monetary, fiscal and supply-sides policy initiatives are explained and evaluated.</p>		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3210	Strategic Challenges for HRM	Human resource professionals operate within increasingly complex and dynamic contexts that present them with a range of strategic challenges. This module examines some of those challenges, and critically evaluates the ways in which HR responds to them. In doing this, it analyses the roles of different stakeholders in the employment relationship and looks critically at the implications of these for power and control within organisations		Across Semesters	30
BMGT3222	Intercultural Business Perspectives	When working across cultures professionals need to possess depth of cultural understanding, develop the skills to exercise leadership based on that understanding and to combine cross-cultural perspectives into organisational strategy, whether worldwide or working among local multicultural groups. This module develops these competencies set within the context of inter-cultural theory. In a globalised world, recognising cultural similarities and differences is important in nurturing a multidimensional perspective of issues and solutions. Utilising guest talks, cases, simulations, practical activities and research, the module helps participants to work effectively in international teams. Participants will share and learn from their own cultural		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
BMGT3420	Business Innovation and Entrepreneurship	<p>This module explores the critical topics of business innovation and entrepreneurship. Due to increasing volatility in macro and micro-competitive environments driven by globalisation and new technologies, firms need to continuously re-invent themselves in order to stay relevant and survive. Markets and industries are being disrupted by new products, processes and business models at an increasingly alarming rate.</p> <p>The drivers of this business innovation is not coming from incumbent firms within established industries but from entrepreneurs and `new economy` start-up businesses. The module analyses the different types of business innovation currently taking place in global markets and the role of entrepreneurs and entrepreneurship in this highly disruptive process.</p>		Across Semesters	30

ENGLISH LANGUAGE – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
ELAN1100	Introduction to Linguistics	<p>This module introduces students to the field of linguistics and the scientific study of language. The content covers the main ideas and terminology in linguistics. We will discuss the different levels of analysis in language (phonetics, phonology, morphology, syntax, semantics) and compare cognitive approaches to language to social ones. We will ask questions such as: Is language innate? How do we produce and/or understand sentences we have never heard before? Students will begin describing language using the appropriate frameworks and will start addressing issues of subjectivity in their approaches</p>		Across Semesters	30

GRAPHIC DESIGN – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDAM1400	The Big Advertising Idea	<p>This module will explore 'The Big Advertising Idea' as a term used to symbolize a type of idea, which delivers major impact in relation to a brand, product or service.</p> <p>It offers students the opportunity to create a strong visual and written message that pushes boundaries and resonates with a specific audience.</p> <p>It explores the scenario of choosing a new product, working in a team of Art Director & Copy Writer to advertise the product or service.</p> <p>Historical and recent Advertising heroes will be referenced and their ideas referred to, uncovering the different styles, techniques and approaches involved in creating and developing a big idea.</p> <p>This module will be achieved through group workshops, individual presentations and continuous tutor support.</p>		Across Semesters	30
GDES1010	Design: Skills & Theory	<p>This module is an introduction to the key theories and history of design along with the basics of design and layout, plus the skills to present your work and back it up in context.</p> <p>It should be viewed as a foundation encompassing drawing and design skills and most importantly the ideas in response to a brief. This allows the student to back their work up with context and theory – and then confidently present their work. Split across the gamut of the graphics world it includes elements of drawing, mark making, illustration, presentation, advertising, information and explanatory design, corporate identity and typography.</p>		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDAM2500	Art Direction	<p>This module follows on from GDAM1400 'The Big Advertising Idea' to teach students 'Art Direction' in the context of a live brief. Although Art Direction focused, skills in Copywriting will also be developed, so experience is gained from working as a creative team.</p> <p>Teams will be briefed by a client on a live advertising project and will be expected to develop a 'Big Advertising Idea'. The copywriter is responsible for the textual content and the art director for the visual aesthetics.</p> <p>The client brief will consist of a press advert, which will allow the team to deliver a key visual to include a still image and headline, and a TV commercial will allow the development of storyboard, film and editing skills.</p> <p>This module will be achieved through client workshops, individual presentations, team presentations and continuous tutor support.</p>		Across Semesters	30

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
GDES2000	Graphic Design for Internet & Multimedia	<p>Graphic Design for web and multimedia builds upon the student's existing awarenesses and capabilities in the field of graphic design and applies these to online interactive design. This module is intended to provide both an overview and introduction to Graphic Design considerations for website design and multimedia working techniques as well as analysing the visual language of graphic representations. It also examines how Design and Graphics have been successfully used in these fields from past to present day and looks into the techniques used by successful website and multimedia designers.</p> <p>This module provides students with the opportunity to develop an understanding of, and a broad range of basic skills in, the design and production of creative user-centred websites and online multimedia. In addition, we look at informative interactive software such as 'point of information systems' (Pols) now common in museums and exhibitions etc as well as on CDROMs. The module embraces both the technical and software issues related to interactive computer media and the broader conceptual issues such as the target audience, human computer interaction, navigation and the balance between creativity and function.</p>		Across Semesters	30

EDUCATION STUDIES – 30 CREDIT MODULES FOR STUDENTS ATTENDING FOR THE FULL ACADEMIC YEAR ONLY

Code	Title	Module Description	Pre-existing Knowledge Requirement	Semester	Credits
EDST2101	Educational Enquiry	This module supports students' engagement with the theory and practice of educational research. The module introduces students to the key philosophical and theoretical debates around the nature of knowledge, the use of research to inform policy and practice, and the conducting and interpretation of research. The module builds on this by supporting students to find literature appropriate to their own chosen area of research. It introduces them to a wide range of methods, to help them both critically analyse existing research and construct a framework for research enquiry of their own including a consideration of ethical issues. It culminates in a research proposal that will help inform the students' final year independent study.		Across Semesters	30
EDST2111	From Exclusion to Inclusion	This module creates an opportunity for student exploration of developments in inclusive education for individuals with 'special educational needs' and/or disabilities. It also considers the broader term of inclusion. The module develops understanding of the historical and social context of 'mainstreaming' in schools (since the Second World War) and examines the complex picture of policy and practice seen today. The module encourages students to further develop critical thinking skills and information search, evaluation and reporting. Skills include developing criticality, critical use of sources of evidence (e.g. quantitative and qualitative data) working in teams, researching individually, developing an academic writing and voice.		Across Semesters	30