

Programme Regulations: 2026/27

Programme Title: MA Creative and Cultural Industries Management

Code: 4197F/P

With the option to specialise in one of the following routes:

- 4200F/P Music Enterprise
- 4201F/P Tourism and Heritage
- 4202F/P Writing for the Cultural Sector
- 4203F/P Artificial Intelligence

Notes

- These programme regulations should be read in conjunction with the University's Taught Programme Regulations.*
- A core module for outcomes is a module which a student must pass.*
- A core module for PSRB accreditation is a module a student is required to obtain accreditation*
- A compulsory module is a module which a student is required to study.*
- All modules are delivered in Linear mode unless stated otherwise as Block, eLearning or distance learning.*

1. Programme Structure

- The programme is available for study in both full-time and part-time modes.
- The period of study for full-time mode shall be 1 year OR eight months for PG Diploma starting in September. The period of study for part-time mode shall normally be 2 years starting in September.
- The programme comprises modules to a credit value of 180.
- All** candidates shall take the following compulsory modules:

Code	Descriptive title	Total Credits	Credits Sem 1	Credits Sem 2	Credits Sem 3	Level	Type	Core for PSRB Accreditation	Core for outcomes	Mode
EIN8000	Creative Industry Consulting Project	20		20		7				
MUS8032	Final Research Project	60			60	7				
SAC8001	Creative and Cultural Sector: Past, Present, Future	20	20			7				
SAC8013	Creative Industries, Policy, Intellectual Property and AI	20	20			7				

SAC8012	Introduction to Research for Professional Practice	20	20			7				
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(e) All candidates shall select **TWO** of the following modules to a total value of 40 credits. Candidates who want to pursue one of the named pathways must take 40 credits from within that pathway.

Music Enterprise

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MUS8023	Music & the Creative Economy: Concepts and Practices	20		20		7				
MUS8027	Live Music Events	20		20		7				

Tourism and Heritage

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
Students will take the following module										
SAC8011	Cultural and Heritage Tourism	20		20		7				
Then one of the following two options										
MCH8502	Management Practices in Museums, Galleries and Heritage Studies	20		20		7				
MCH8552	Heritage Processes: global perspectives, practices and politics	20		20		7				

Writing for the Cultural Sector

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
FIN8016	Art Writing	20		20		7				
MCH8012	Freelancing in Media and Communications	20		20		7				

SEL8640	The Profession of Writing	20		20		7				
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Artificial Intelligence

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
SAC8014	Social Media: Communication, Innovation and Ethics	20		20		7				
SAC8010	AI Culture and Society	20		20		7				

Additional (non-pathway) options

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MCH8104	Cultures of Data Visualisation	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MUS8017	Practical Collaborations in Music	20		20		7				

With the approval of the Degree Programme Director and depending upon the academic background of the candidate, alternative optional modules to those listed above may be selected.

Year 1 (part-time)

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
EIN8000	Creative Industry Consulting Project	20		20		7				
SAC8001	Creative and Cultural Sector: Past, Present, Future	20	20			7				
SAC8013	Creative Industries, Policy, Intellectual Property and AI	20	20			7				

b) Candidates shall select a further module from the following options. Candidates who want to pursue one of the named pathways must select 20 credits from within that pathway in both years of the degree:

Music Enterprise

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MUS8023	Music & the Creative Economy: Concepts and Practices	20		20		7				
MUS8027	Live Music Events	20		20		7				

Tourism and Heritage

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
SAC8011	Cultural and Heritage Tourism	20		20		7				

Writing for the Cultural Sector

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
FIN8016	Art Writing	20		20		7				
MCH8012	Freelancing in Media and Communications	20		20		7				
SEL8640	The Profession of Writing	20		20		7				

Artificial Intelligence

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
SAC8014	Social Media, Communication, Innovation and Ethics	20		20		7				
SAC8010	AI Culture and Society	20		20		7				

Additional (non-pathway) options

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MCH8104	Cultures of Data Visualisation	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				
MUS8017	Practical Collaborations in Music	20		20		7				

Year 2 (part-time)

(a) All candidates shall take the following compulsory modules:

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MUS8032	Final Research Project	60			60	7				
SAC8012	Introduction to Research for Professional Practice	20	20			7				

(b) Candidates shall select a further module from the following options. Candidates who want to pursue one of the named pathways must have taken 40 credits from within that pathway by the end of their degree:

Music Enterprise

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MUS8023	Music & the Creative Economy: Concepts and Practices	20		20		7				
MUS8027	Live Music Events	20		20		7				

Tourism and Heritage

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MCH8502	Management Practices in Museums, Galleries and Heritage Studies	20		20		7				
MCH8552	Heritage Processes: global perspectives, practices and politics	20		20		7				

Writing for the Cultural Sector(

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
FIN8016	Art Writing	20		20		7				
MCH8012	Freelancing in Media and Communications	20		20		7				
SEL8640	The Profession of Writing	20		20		7				

Artificial Intelligence

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
SAC8010	AI Culture and Society	20		20		7				
SAC8014	Social Media, Communication, Innovation and Ethics	20		20		7				

Additional (non-pathway) options

<i>Code</i>	<i>Descriptive title</i>	<i>Total Credits</i>	<i>Credits Sem 1</i>	<i>Credits Sem 2</i>	<i>Credits Sem 3</i>	<i>Level</i>	<i>Type</i>	<i>Core for PSRB Accreditation</i>	<i>Core for outcomes</i>	<i>Mode</i>
MCH8104	Cultures of Data Visualisation	20		20		7				
MCH8169	Digital communication for cultural institutions and organisations	20		20		7				

MUS8017	Practical Collaborations in Music	20		20		7				
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2. Assessment methods

Details of the assessment pattern for each module are explained in the module outline.

3. Other