

LTC17D017 / LTC17A001

UEA Course Approval Process

Course Proposal Outline guidance notes *for Taught programmes only*



Stage 1

Summary and outline of process

The **Course Proposal Outline (CP1)** is designed to articulate the initial proposition in a standard format. The Academic Lead should complete the form, summarising the idea underpinning the proposal and identifying potential resource implications.

Once approved by the Head of School, the completed, signed form (using an electronic signature) should be forwarded electronically (in Word Format) to the **Senior Faculty Manager (SFM)** to take forward for consideration by the relevant Associate Dean(s), copying in LTS coordinator for the School(s).

The Associate Dean (L&T) will consider the outline proposal and assign a level of risk. Once done, the **Senior Faculty Manager (SFM)** will forward the **Associate Dean for Admissions** for consideration and approval in consultation with ARM, before the **Associate Dean for L&T** either approves or declines the proposal (using an electronic signature)

All proposals categorised as level 1 (low risk) will progress straight to stage 3 before being actioned by LTS. The SFM will notify the Secretary to FLTQC, and LTS Coordinator for the School of the outcome. The relevant LTS coordinator will work with the academic lead to complete the **Academic Design (CP4)** (as required), before reporting the approved case to FLTQC, via the FLTQC secretary.

All proposals categorised as level 2 (standard risk) require both a **Business Case (CP2)** and a **Financial Plan (CP3)** to be completed, before being returned to the SFM. The SFM will forward the full proposal to **ARM Executive**, via the **ARM PA** for comments and recommendations to be recorded and reported to Faculty Executive(s).

Once considered and approved by the relevant Faculty Executive(s), the SFM will notify the Secretary to FLTQC, the LTS coordinator for the School of the outcome. The relevant LTS coordinator will work with the Academic Lead to complete the **Academic Design (CP4)** (as required), before progressing to FLTQC (via the FLTQC secretary) and finally UEA LTC for consideration, recommendations and/or approval.

These guidance notes have been designed as an aide memoire for the Academic Lead in completion of the **Course Proposal Outline (CP1)**. All boxes must be fully completed in Part 1 by the proposer, to enable business case to be developed.

Instructions for completion are integrated into the form, in green. When completing the form, please remove this text and complete the form in black ink.

Course Proposal Outline Form (CP1) for Taught programmes only

Course proposal reference number	CPECO300117 MSc in Global Media Economics
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Please fully complete and forward electronically to the <insert Faculty> Senior Faculty Manager, <insert name> at <insert email address>, cc the LTS coordinator for the School

Title of course (including award)	MSc in Global Media Economics
Date of first student intake/year of implementation	2018/9 (or earlier if possible)
Duration of degree	12 months
School(s) of Study	ECO (and one compulsory module in PPL)
Proposer (Lead Academic)	Prof Peter Moffatt

Part 1 – Description of proposal

1.1.1	Provide a brief description of the proposal	The MSc in Global Media Economics is proposed as a replacement for the existing MSc in Media Economics (T1LP13102). The change of name is to reflect the changing content of the degree, and also as a positive signal to applicants interested in global aspects of the subject. The change will not require any change to existing teaching arrangements.
1.1.2	What are the unique selling points of the course?	<p>It is part of our Applied Training Programme (ATP) of MSc degrees. These degrees may be seen as conversion courses that provide advanced training in a specialist area (in this case Media Economics) but without the depth of Economic Theory often required for further research. Because of this, they have the potential to appeal to a wider market.</p> <p>Although the MSc in Media Economics was one of our most popular ATP degrees for many years, the numbers on this degree have been in decline recently. The re-branding to the MSc in Global Media Economics is a strategy for countering this.</p> <p>The features of the degree justifying the change of name, which may also be seen as selling points, are an increased emphasis on global themes in the core modules. In the specialist module “Economics of the Mass Media”, there is an increasing emphasis on the Economics of “new media”, with particular attention paid to the conditions under which Government intervention is desirable. In the other core modules, the global themes include: comparative economic growth; the impact of “protectionist” policies; the econometric analysis of exchange rates; the war on drugs; the pricing strategy of the oil cartel OPEC; the Green Revolution; De Beers, the global monopoly in the diamond trade.</p> <p>Another strong selling point is the compulsory module taught in PPL: Politics</p>

		and Media. This module explores arguments around ownership and control of the media, the increasing use of the media by political parties, and the changing relationship between citizens and politics engendered by new communication technologies. It also explores the highly topical arguments over bias in the media.
1.1.3	How does the course complement the existing School/Faculty/University portfolio of courses?	The MSc in Global Media Economics is simply a replacement for the existing MSc in Media Economics.
1.1.4	How does the course join up with the School Plan (including Admissions, Teaching, Employability and Research)?	There are only three students on the MSc in Media Economics in 2016/7. This is considerably below the long run average of around 20. Applications for the MSc in Media Economics in 2017/8 are down very slightly on the same time last year (23 down from 25) indicating that things are not expected to be very different in 2017/8. As indicated above, we anticipate that interest in the course will be enhanced by the re-branding.
1.1.5	Please provide an estimate of additional student numbers to be included in the School student numbers targets (up to and including steady state)	As indicated above, we expect the re-branding to bring about an increase in student numbers above the current numbers on the MSc in Media Economics. However, we do not expect any such increase to result in reductions elsewhere, since the market we are aiming at is applicants with a particular interest in Global Media, an area not covered in any other MSc.
1.1.6	Please include details of market intelligence/market scanning to support the proposal	
1.1.7	Does the proposal involve collaboration with another school within the University, or another provider external to the UEA?	One of the compulsory modules in the Spring Semester is the PPL module: PPLM7002B: Politics and Media. The convenor of this module is Dt Maria Kyriakidou. B PPLM7002
1.1.8	Will the programme require accreditation from a professional, statutory or regulatory body?	No
1.1.9	Will there be any impact on existing teaching patterns, and will any new modules be required or existing modules changed. If so please detail?	As indicated above, the MSc in Global Media Economics is simply a replacement for the existing MSc in Media Economics. The change will not require any change to existing teaching arrangements. No new modules are required, and there will be no changes to existing modules.
1.1.10	Outline any key features of the programme e.g. Year Abroad, Year in Industry, placement requirements (including requirement for DBS), off campus delivery, eLearning, outline how this will be delivered and what resource implications are anticipated?	N/A

1.1.11	Will any existing degree programmes be affected by this course proposal e.g. change in title, pathways changed, merged or closed? If so please detail.	As indicated above, the MSc in Global Media Economics is a replacement for the existing MSc in Media Economics(T1LP13102). The latter course will no longer exist.
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Head of School Support/Authorisation	
Enrique Fatas, Head of School, Economics	Date: 30/01/17

On completion of the above, please forward to **Senior Faculty Manager**

Office Use Only – For completion by Associate Dean L&T in consultation LTS Coordinator (who supports the school) and Associate Dean -Admissions Please refer to UEA course proposal and approval process guidance notes to assign a risk category. Risk category agreed, please tick the box below			
Risk category 1 (low risk)	✓	Risk category 2 (standard risk)	
For risk category 1 only CP4 (Academic Design) required Y/N . If Y , please details <u>which sections</u> . If N , proceed direct to completion of CP5 (Notification of Approval and set up – for LTS use only)			
Associate Dean (Learning & Teaching) to decide if a completed CP4 form is required, and if so, what sections require completion.			
Whilst it is low risk to change the the title of the course, modules titles – at least a couple need to complement the title change. The word ‘Global’ needs to be in one or two modules and the module content needs to reflect that.			
Associate Dean (Admissions) Support/Authorisation			
		14Feb17	Date
Additional comments from Associate Dean (Admissions) in consultation with ARM.			
A most enthusiastic level of support from ARM colleagues not least for addressing the need for more obvious ‘global’ that was a strong market theme emerging from international colleagues at the 4septembers conference.			
From ARM colleagues suggestions for consideration:			
<ul style="list-style-type: none"> - change ‘Global Media Economics’ to “Global Media and Economics”? - reducing prior requirements around ‘economics’ subject and summer schools, would likely increase demand for the course from media graduates. - there is significant student interest in this course from media graduates meaning applications could be almost increased / decreased at will depending on how the course requirements are set / marketed. 			
Associate Dean (Learning & Teaching) Support/Authorisation			
 Ratula Chakraborty Associate Dean (Learning & Teaching) name and signature		Date 3.4.17	

For risk categories 2 only. Upon completion of Business Plan (CP2) and Financial Plan (CP3):

Office Use Only – For completion by Senior Faculty Manager, in consultation with ARM Executive and Faculty Executive	
Comments and recommendations from ARM Executive , made to Faculty Executives upon full proposal made.	
Comments and recommendations from SFM, made to Faculty Executives upon proposal made.	
Senior Faculty Manager name and signature	Date
Where applicable, comments made by the Faculty Executive on the proposal	
Approved by Faculty Executive (Yes, No, N/A)	Date

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Ratula Chakraborty			
Associate Dean (Learning & Teaching) name and signature			

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Comments and recommendations from SFM, made to Faculty Executives upon proposal made.	
Senior Faculty Manager name and signature	Date
Where applicable, comments made by the Faculty Executive on the proposal	
Approved by Faculty Executive (Yes, No, N/A)	Date

Course Proposal – Stage 3 Academic Design (CP4)



Summary

The Academic Design (CP4) is completed for all standard risk (Category 2) proposals, and, for low risk proposals, some parts of the form will need to be completed if the academic content is changing (These will be identified on the CP1).

It consists of three parts:

Part 1 is the Programme Specification, which will be published on the LTS website post approval. Please note that the Course Profile is now a link to the Admissions course pages, which will be set up after approval.

Part 2 is additional information regarding the academic content of the programme which will help inform the approval decision by the bodies considering the academic case. This includes details of the modules forming the academic content of the course.

Part 3 is the log of considerations and sign-off/approval by the relevant executives/committees.

Basic instructions for completion are integrated into the form, in green. When completing the form, please remove this text and complete the form in black ink.

These guidance notes aim to give roleholders more detail of the process of completion and what is expected at each stage.

Completion of the Form

The form should be completed by the Academic Lead with support and advice from the LTS Coordinator supporting the School.

1. Part 1, the Programme Specification, should be straightforward to complete for standard courses. The Coordinator can advise on the regulations (for sections 4.1.5 to 4.1.12). If a new award is required, this should be flagged to the Finance, Governance and Planning Office at an early stage.
2. If the course is a variation of a current course, or is part of the same group, and they will share a Programme Specification, the LTS Coordinator will join this up at the CP5 stage.
3. The Course Profile will not be required for Part 1 – after approval, this will be available on the Admissions pages, and internally through eVision.
4. The Programme Specification includes information on the Board of Examiners and placement information (including a period of study abroad), however, further details will be required to help inform the approval consideration. These should be recorded in Part 2.

5. Part 2, the additional information required to consider approval, should be completed by the Lead Academic. The LTS team (normally the Team Leader) can help with section 4.2.1, the Course Profile, and can advise on timetabling and defined choice constraints if necessary. The Lead Academic should discuss the inclusion of modules from other Schools with the appropriate Teaching Director, and agree any slotting requirements, pre-requisites, cap on numbers etc.
6. The LTS Coordinator/Team Leader should check with the Lead Academic that:
 - a. There is an even spread of modules across the academic year;
 - b. It is clear which modules can and which cannot clash;
 - c. Where relevant, other Schools are aware and support the inclusion of their modules in the Course Profile and that there are no restrictions.
 - d. Where new modules are being proposed, a completed Module Outline is included, or hyperlinked to. The Team Leader can provide a new code when approval for the module has been given.
 - e. Section 4.2.7 provides details of any placement, having discussed the requirements with the Study Abroad Office (for periods of study abroad), Local Support and Careers Service (For year in industry) or LTS Placements (For professional placements).
 - f. There is no need for further consultation at this stage, unless it has been expressly raised as a condition in the approval of CP2/3. Check CP2/3 to ensure that there is no outstanding issues to resolve, and all parts are complete (this should have been checked/resolved by the School Manager at Stage 2, so this is a safety check; nothing should be going to LTC with missing or unresolved issues).
7. Once parts 1 and 2 are complete the LTS Coordinator supporting the School should ensure that the CP4 is completed appropriately, that 4.3.1 is completed, and then forwards it, along with CP1, 2 and 3, to the secretary to the FLTQC for its consideration.
8. The secretary to FLTQC forwards the approved case to the secretary of LTC for final consideration and approval.
9. Following approval, the secretary to LTC notifies the secretary to FLTQC, who starts off the completion of CP5 before passing all the documents to the Student Records Office for setting up the course on the system and keeping the master copy of the documents for the approved course.

CP4 Part 1 - PROGRAMME SPECIFICATION for an award of the University of East Anglia					
4.1.0	Reference Code	CPECO300117			
4.1.1	Title	MSc in Global Media Economics			
4.1.2	School (s)	ECO (and one compulsory module in PPL)			
4.1.3	Faculty	SSF (with one module in HUM)			
4.1.4	Date of first student intake	September 2018/19 (or earlier if possible)			
4.1.5	Award	MSc			
4.1.6	Interim Award/ degree title	Standard	Certificate of Higher Education and Diploma of Higher Education (UG); Postgraduate Certificate or Postgraduate Diploma (PG).	✓	
		Non- standard (detail)			
4.1.7	Level	Level 6 FHEQ (Bachelors)			
		Level 7 FHEQ (Masters/Integrated Masters)			✓
		Other (specify)			
4.1.8	Award Regulatory Framework	Bachelors and Integrated Masters			
		Common Masters Framework			✓
		Other (specify)			
4.1.9	Course-specific regulatory requirements	None			
4.1.10	Length of course	12 months			
4.1.11	Board of Examiners	ECO PGT Exam Board			
4.1.12	Mode of Attendance	Full-time	✓	Part-time	Other
4.1.13	Professional Accreditation details	N/A			
4.1.14	Placement information	Professional placement			
		Year Abroad			
		Year in Industry			
		Semester Abroad			
		Other			
		None			✓

4.1.15	Relevant Subject Benchmark	<p>This is the information we included in our recent course review in May 2013.</p> <p>“Students successfully completing one of the Applied Training MSc Courses will have acquired:</p> <ul style="list-style-type: none"> • An improved understanding of economic theory and concepts, both in general and in specific areas relevant to their chosen specialism. • The ability to apply economic theory and concepts in specific areas relevant to their chosen specialism. <p>Students successfully completing any of our postgraduate programmes will have:</p> <ul style="list-style-type: none"> • improved their key skills in the areas of independent learning, critical thought and evaluation, written communication, modelling and problem-solving. • received appropriate and constructive feedback on their work. • received appropriate academic and pastoral guidance from within the School and, where appropriate, from other providers.”
4.1.16	Course Description	<p>The MSc in Global Media Economics is proposed as a replacement for the existing MSc in Media Economics (T1LP13102). The change of name is to reflect the changing content of the degree, and also as a positive signal to applicants interested in global aspects of the subject. The change will not require any change to existing teaching arrangements.</p> <p>The MSc in Global Media Economics will be part of our Applied Training Programme (ATP) of MSc degrees. These degrees may be seen as conversion courses that provide advanced training in a specialist area (in this case Media Economics) but without the depth of Economic Theory often required for further research. Because of this, they have the potential to appeal to a wider market.</p> <p>The MSc in Global Media Economics is designed to attract students from film, literature and media based undergraduate degrees, who have studied some statistics, and who wish to develop their analytical skills to understand the economic and political context of the industries in which they hope to pursue their careers. For an economics graduate, the course will provide an opportunity to apply their skills to the media.</p> <p>The course consists of compulsory modules in economic concepts and econometric methods, the economics and politics of the mass media and the international political economy. There is also space an optional module from the School of Economics.</p>
4.1.17	Course Profile details	<p>AUTUMN: ECO-7000A: ECONOMETRIC METHODS (20 CREDITS) ECO-7007A: ECONOMICS OF THE MASS MEDIA (20 CREDITS) ECO-7011A: ECONOMIC CONCEPTS (20 CREDITS)</p> <p>SPRING: ECO-7016B: INTERNATIONAL TRADE (20 CREDITS)</p>

		<p>PPLM7002B: POLITICS AND MEDIA (20 CREDITS) + OPTION FROM: ECO-7010B: MULTINATIONAL FIRMS (20 CREDITS) ECO-7013B: FINANCIAL MATHEMATICS (20 CREDITS) ECO-7020B: ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS (20 CREDITS)</p> <p>SUMMER: ECO-7023X: ECONOMICS DISSERTATION (60 CREDITS)</p>
4.1.18	Learning Outcomes	<p>Students successfully completing the MSc in Global Media Economics will have acquired:</p> <ul style="list-style-type: none"> • An improved understanding of economic theory and concepts, both in general and in specific areas relevant to the specialism of Media Economics. • The ability to apply economic theory and concepts in specific areas relevant to the specialism of Media Economics. • improved their key skills in the areas of independent learning, critical thought and evaluation, written communication, modelling and problem-solving. • received appropriate and constructive feedback on their work. • received appropriate academic and pastoral guidance from within the School and, where appropriate, from other providers.”
4.1.19	Graduate Attributes and Employability Skills	<p>The course provides skills required to enter a career in the business aspect of the media (eg account executives in advertising, a career in publishing, finance and management positions in broadcasting).</p> <p>The course also provides key skills in the areas of independent learning, critical thought and evaluation, written communication, modelling and problem-solving.</p>
4.1.20	Assessment and Feedback Strategy	<p>Both formative and summative assessment are used. In most modules, summative assessment consists of a combination of coursework and examination. Coursework takes a variety of forms, including take-home assignments, written tests, and computer tests. Coursework that is taken during the teaching of the module is returned to students within a set time-limit, and written feedback is provided on returned work. In some modules, feedback lectures are provided.</p>
4.1.21	Additional course-specific costs that students should expect to meet	None

For Office Use:		
4.1.22	Log of annual review - Version and date of production/revision	The Programme Spec should be reviewed annually and the review logged here: <ol style="list-style-type: none"> 1) If there is no change, no new version is required. 2) If there are any changes, the version number should be incremented, and a summary of the changes recorded here. This should include a summary of any course profile changes.
		It has been proposed that ECO-7007A: ECONOMICS OF THE MASS MEDIA is renamed "ECONOMICS OF GLOBAL MEDIA", in keeping with the name of the degree. This change will be considered at the 2017 ECO Annual Teaching Review.
4.1.23	Last active academic year	
4.1.24	Date archived	

CP4 Part 2 - Additional information required to consider approval						
4.2.1	Course Profile					
Set out the structure of the course, by Stage and Module Range (Compulsory, Option Range A, B etc). For each option range include the min/max credits to be taken along with any required combination of modules, if necessary.						
Stage	Module Range	Module Code	Module Title	Credits	Period	Timetabling info/slot
	Compulsory	ECO-7000A	ECONOMETRIC METHODS	20		
	Compulsory	ECO-7007A	ECONOMICS OF THE MASS MEDIA	20		
	Compulsory	ECO-7011A	ECONOMIC CONCEPTS	20		
	Compulsory	ECO-7016B	INTERNATIONAL TRADE	20		
	Compulsory	PPLM7002 B	POLITICS AND MEDIA	20		
	A	ECO-7010B	MULTINATIONAL FIRMS	20		
	A	ECO-7013B	FINANCIAL MATHEMATICS	20		
	A	ECO-7020B	ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS	20		
	Compulsory	ECO-7023X	ECONOMICS DISSERTATION	60		
4.2.2	New Modules	No new modules.				
4.2.3	External comment	None required				
4.2.4	Consultation with existing students	None as yet				
4.2.5	Board of Examiners	ECO PGT Exam Board				
4.2.6	Cross-Schools delivery details	One of the compulsory modules in the Spring Semester is the PPL module: PPLM7002B: Politics and Media. Liaison will take place between the ECO PGT Course Director and the convenor of this module (currently Dr Maria Kyriakidou).				

4.2.7	Additional learning resources	None
4.2.8	Placement detail	N/A
4.2.9	Course Director	Prof Peter G Moffatt
4.2.10	Deputy Course Director	Prof John Street/ Dr Maria Kyriakidou
For office use only – for completion by LTS Coordinator supporting the School		
LTS Coordinator's name, signature and date		LTS Coordinator should check academic case and confirm that they have done so.

Part 3 - Approval of the academic case			
		Name	Date of meeting/ decision
4.3.1	School (Teaching Director on behalf of the Teaching Committee/Executive)		21/4/7
	Additional School approval (for cross-School delivered courses), if applicable		
4.3.2	Faculty (Associate Dean on behalf of the Faculty Learning, Teaching and Quality Committee)		28/4/17
	Additional Faculty approval, if applicable		
4.3.3	University (PVC-Academic on behalf of the Learning and Teaching Committee – category 2)		
4.3.4	Comments Any comments regarding approval/refusal of approval to be documented here		