

Masters Programme in Production Management

This Masters Programme is the UK's high level qualification in Production Management. Initially, the programme will be offered by the BBC Academy in partnership with Bournemouth University and supported by Skillset.



Masters Programme in Production Management

Overview

This programme is supported by Skillset and will be further developed through the Media Academy network.

Initially, the programme will be offered by the BBC Academy in partnership with Bournemouth University. In the first year there will be 30 places, with additional places available in subsequent years.

The programme is open to anyone within the UK production industry who meets the prerequisites and funding requirements.

Award

There are three awards associated with this programme.

- Postgraduate Certificate in Production Management.
- Postgraduate Diploma in Production Management.
- Masters in Production Management.

An outline of each award is provided on the following pages.

Learning support

Students will be supported by lecturers at Bournemouth University and facilitators at the BBC Academy, with guest lecturers who are subject experts in the industry. Students will also be encouraged to form a learning network with other students on the programme.

Prerequisites

Before applying for this course, please ensure that you have the support of your line manager and that you meet the following requirements. A first degree is not required to take part in this programme.

Experience

Significant operational experience in production is necessary.

Availability

Please ensure that you are available to attend in person one unit in May, one unit in September and one unit in January 2011.

Course dates for 2010/11

May course dates

Unit 1: 17 — 20 May 2010
Unit 2: 10 — 13 May 2010
Unit 3: 24 — 27 May 2010

September course dates

Unit 1: 13 — 16 September 2010
Unit 2: 7 — 10 September 2010
Unit 3: 20 — 23 September 2010

January course dates

Unit 1: 24 — 27 January 2011
Unit 2: 11 — 14 January 2011
Unit 3: 17 — 20 January 2011

Location: BBC Academy, White City, London, W12. **Start:** 9.30am **End:** 6.00pm

Funding

Please ensure that you are able to fund the cost of this programme before applying. There are two funding models:

• BBC

The BBC will fund the cost of the course and reasonable expenses (defined in the BBC's Expenses Policy) for individuals on a

continuing contract or a fixed term contract with a minimum of nine months remaining.

• External applicants

External applicants working for other organisations and freelance professionals are welcome to apply for the course of study. The study and examination fees are c£3000 per year.

How to apply

To apply for this opportunity, download and complete the application form available from the bbctraining.com website (for external applicants) or [Production Uncovered](#) (for BBC staff) by midnight, Monday 15 February 2010.

Successful applicants will be notified by 15 March 2010.

Further information

For further information contact Ailsa O'Shea, Training Co-ordinator, on 020 8752 6847.

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Postgraduate Certificate in Production Management

The *Postgraduate Certificate in Production Management* consists of three core Production Management units.

Content: an indicative outline of the content of each unit is shown below. **Learning experience:** prior to each unit students will complete online modules and reading as part of the pre-learning requirements, followed by four days at the BBC Academy in London. Guest lecturers will feature industry experts. Each project must be completed within seven weeks. **Assessment:** by assignment. **Award:** Postgraduate Certificate in Production Management. **Duration:** the three units should be completed within 12 months.

Unit 1: Compliance, Finance and Budgeting

Learning will be centred on the latest budgeting techniques and best practice in rights and delivery standards.

Rights

- The producer/distributor relationship
- Rights and the commercial exploitation of content
- Talent Union Agreements: acquiring rights in the BBC and beyond in an online world
- Balancing risk: making the right rights decisions

Delivery standards

- Commissioning and determining delivery standards
- Multi-platform and pre-production, one-stop shop and production/post-production
- Delivery, live and late feeds
- Post-production paperwork
- Distributor and co-producer requirements

Finance and budgeting

- Production commissioning process
- Creating a budget for your production including different genres
- Key elements of partnership between finance and production
- Managing a portfolio of project budgets
- Cost control
- Working with Independents

Unit 2: Project Management: Resourcing a Production

Learning will be centred on the latest appropriate project management techniques and tools together with best practice in procurement and contracting.

Managing successful projects

- Stakeholder management
- Time and activity planning
- Project implementation
- Influencing skills
- Project closure

Resourcing your production

- Goods and services procurement, including risk assessment, fair trading, rate negotiations, insurance and contracting
- People procurement including managing of human capital, engaging staff and modus operandi
- Contracting, including EU procurement law and common terms of trade

Unit 3: Multiplatform production in a Digital Environment: Media Management

Learning will be centred on the latest appropriate multi-platform processes together with best practice in media management.

Multiplatform production in a digital environment

- Media consumption
- Platforms and assets
- Commissioning and delivery
- Tools and rules
- Hands-on practical exercises
- End-to-end multiplatform
- Coping with risks and changes
- Planning and development

Media Management

- Digital workflows
- Production innovations
- Pre-production considerations
- Gathering media and ingest
- Logging
- Hands-on practical exercises
- Terminology
- Searching media and using metadata
- Post-production and paperwork

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Postgraduate Diploma in Production Management

The *Postgraduate Diploma in Production Management* consists of a choice of three units.

Content: students are required to choose three units from the selection outlined below, at least one of which must be from the Production Management column. A detailed description of the other units is available to download from the Bournemouth University website. **Prerequisite:** successful completion of the Postgraduate Certificate in Production Management. **Learning experience:** prior to each unit students will complete online modules and reading as part of the pre-learning requirements, followed by two days at Bournemouth University or the BBC Academy in London (depending on the unit). Guest lecturers will include industry experts. Each project must be completed within seven weeks. **Assessment:** by assignment. **Award:** Postgraduate Diploma in Production Management. **Duration:** the three units should be completed within 12 months.

Production Management

- Strategy development and implementation in production management
- The impact of technology on production
- Managing programmes and projects

Media

- Developing short-form film for digital platforms
- Writing a location-based short drama script
- Developing digital feature film projects
- Digital film distribution and marketing
- Film production management for the digital environment
- Future media platforms and environments

Journalism

- Convergence journalism
- The ethical journalist
- Editorial leadership
- Entrepreneurial journalism
- The global news room
- Writing, editing and publishing

Marketing Communications

- Creative strategy and analysis
- Word of mouth communication
- Multiculturalism in marketing communications
- Marketing communications: aspects of integration
- Advertising and society
- Branding and brand management

Computer Animation

- Scripting for CGI
- Character design
- Rigging for animation
- Visual and contextual studies in animation
- Rendering and shading
- Fundamentals of computer graphics

Media Management

- Managing creativity
- Leadership and management
- Media strategy
- Change and organisation culture
- Intellectual property law and content rights management
- Marketing the media
- International film business

Masters in Production Management

The *Masters in Production Management* consists of a project plus an exhibition.

Content: A research or production project plus exhibition. An outline is shown below. **Prerequisite:** successful completion of the Diploma in Production Management. **Learning experience:** each unit consists of a two day residential programme at Bournemouth University followed by completion of online modules and independent learning and research. Each unit must be completed within 12 weeks. **Assessment:** by exhibition plus research or production project **Award:** Masters in Production Management. **Duration:** the three units should be completed within 12 months. The whole programme should be completed within five years.

Research Project

Students undertake a bespoke research project which takes the form of a practice based research – a written investigation into an aspect of practice, supported by media artefacts – or a research paper option derived from primary and secondary research.

Production Project

Students may conclude their studies with the production of a media artefact appropriate to their chosen media context, for example, an innovative networking website.

Exhibition

An opportunity for students to demonstrate their understanding of the development of their industry, their ability to research and implement solutions to current problems, and in particular their ability to identify, research and provide solutions to significant future challenges.

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