

KEY PROGRAMME INFORMATION

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| Originating institution(s) Bournemouth University | Faculty responsible for the programme Faculty of Media and Communication |
| Title Faculty of Media and Communication Continuing Professional Development Framework (FMC CPD Framework) | |
| UCAS Programme Code(s) (where applicable and if known) n/a | HECOS Subject Code(s) and percentage split per programme/pathway n/a |
| External reference points The UK Quality Code for Higher Education QAA (2015): Masters Degree Characteristics. Relevant subject benchmark statements | |
| Professional, Statutory and Regulatory Body (PSRB) links n/a | |
| Places of delivery Various. This may include on-campus at BU, at customer site, synchronous and asynchronous online learning or a combination of all these (hybrid delivery). | |
| Mode(s) of delivery To be specified as part of approval of each CPD unit that forms part of this framework. | Language of delivery English |
| Typical duration To be specified as part of approval of each CPD unit that forms part of this framework. | |
| Date of first intake n/a | Expected start dates Various |
| Maximum student numbers This will depend on the financial viability and capacity for each unit that forms part of this framework. | Placements n/a |
| Partner(s) n/a | Partnership model |
| Date of this Programme Specification July 2023 | |
| Version number v1.1 | |
| Approval, review or modification reference numbers FASEC 04.05.2023 FMC 2223 24, approved 18/07/2023 – Previously v1.0 | |
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Programme Award and Title: Not Applicable

| Unit Name | Level | Core/ Option | No of credits | Assessment Element Weightings | | | Expected contact hours per unit | Unit version no. | HECOS Subject Code |
|--------------------|-------|-----------------|------------------|----------------------------------|----------|----------|--|------------------------|--------------------------|
| | | | | Exam 1 | Cwk 1 | Cwk 2 | | | |
| Communicating Data | L6 | n/a | 20 | | 100% | | 18 | v1.0 | 100444 |
| Understanding Data | L6 | n/a | 20 | | 100% | | 18 | v1.0 | 100755 |
| Working with Data | L6 | n/a | 20 | | 100% | | 18 | v1.0 | 100372 |
| Communicating Data | L7 | n/a | 20 | | 100% | | 18 | v1.0 | 100444 |
| Understanding Data | L7 | n/a | 20 | | 100% | | 18 | v1.0 | 100755 |
| Working with Data | L7 | n/a | 20 | | 100% | | 18 | v1.0 | 100372 |

Progression requirements: Not Applicable

AIMS OF THE DOCUMENT

This document outlines the validation, delivery and assessment process for units that will form the Continuing Professional Development (CPD) Framework.

The Framework will not include awards; students wishing to progress towards an award will need to join one of the existing programmes. The transfer of credits from this Framework to one of the existing programmes is not guaranteed.

Continuing Professional Development is a specific activity within the Faculty and the University. This Framework relates to one aspect of CPD, that of credit-bearing short courses. The other aspects are managed separately.

AIMS OF THE PROGRAMME

The Framework is intended to provide structured learning opportunities for professionals to develop their understanding and expertise within their chosen discipline and/or industry. This is expressed in the following aims:

1. The learning opportunities link to, or are cognisant of, the CPD agenda of the relevant professional body, employer organisation or align to clearly identified training needs of professional practitioners and areas of innovation that require continued learning for professionals;
2. The framework is for credit bearing units only.
3. The curriculum (in terms of the units provided) reflects and enhances the academic practice and research strengths within, and available to, the Faculty;
4. The curriculum reflects and enhances the reputation and impact of the Faculty.

The unit aims are set out in the relevant unit specifications.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Content developed for this Framework is expected to align with key internal frames of reference including current strategic priorities defined by BU2025; relevant Academic Regulations, Policies and Procedures and the Faculty's Delivery Plan.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 50 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, workshops, Masterclasses, preparatory work, practical activities, reading, critical reflection and independent learning.

There will be no set or defined method for the delivery of a given unit. A variety is envisaged depending on the unit and the circumstances of delivery. Some units may be presented in a traditional format at the University or at a customer site. Other delivery of the same unit may utilise online learning, both synchronous and asynchronous. There may also be a combination of these: which method is selected will depend on the students and their educational needs.

It is likely that students enrolled on these units will necessarily be employed in a given industry, at times in the same organisation or company. These students (and their employer) will be seeking to gain knowledge, skills and understanding pertinent to that industry, so an element of reflection on practice and work activities is inevitable and to be encouraged.

It is envisaged that the majority of assessment will be via coursework, where students are asked to reflect on the relevance of academic theories and approaches to workplace or related professional activities. There may, however, be situations where specific skills, knowledge and understanding must be demonstrated, such as when reflecting on legal considerations. An examination may then be more appropriate.

At this stage it is not envisaged that workplace activities themselves will be assessed. This will be revisited should the need arise.

The learning, teaching and assessment methods and strategies for each unit are set out in the relevant unit specifications.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

There are no Framework learning outcomes. The intended learning outcomes for individual units are set out in the relevant unit specifications. Each unit is considered as a stand-alone component within the Framework. It is therefore the case that all units must consider each of the key ILO (Intended Learning Outcome) elements of the Framework, which themselves are linked to the strategic aims of the Faculty.

These ILO elements are:

1. Employability
2. Sustainability
3. Development of personal and transferable skills.

It will not be necessary for each of these elements to be addressed by a separate ILO in each unit.

ADMISSION REGULATIONS

Each unit will be associated with a given FHEQ level that will correspond to one of the academic levels used within the University.

For information regarding admissions regulations for each unit please refer to this website [Courses | Bournemouth University](#)

PROGRESSION ROUTES

Students obtaining credits within the Framework will be able to apply to join other BU programmes with advanced standing (i.e. transfer their credits) should they wish to pursue a more focused programme of study and receive awards. There can be no guarantee that such an application will be successful as that will depend on the appropriate alignment between the entry criteria for the target programme and the relevance of the units completed within this Framework.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard regulations. As each unit will be considered on its own, there is no concept of 'progression'; neither will there be awards.

Compensation cannot be applied, as that depends on performance on other units within a nominated award.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

The presentation of each unit will necessarily involve consideration of workplace activities. Much of the learning will be linked to, or will involve reflection upon the workplace experience.

This reflection could take a number of forms: with reference to an organisation, a region, or an industry.