

<b>Unit Title</b>	Communications and Media
<b>Programme(s)/Course</b>	BABS/BA
<b>Level</b>	5
<b>Semester</b>	2
<b>Ref No:</b>	
<b>Credit Value</b>	20 CAT Points
<b>Student Study hours</b>	Contact hours: 48 Student managed learning hours: 152
<b>Pre-requisite learning</b>	None
<b>Co-requisites</b>	None
<b>Excluded combinations</b>	None
<b>Unit Coordinator</b>  <b>[Name + e mail address]</b>	Greg Tallent  Greg.tallent@lsbu.ac.uk
<b>Parent Department</b>	Business Studies
<b>Parent Course</b>	BABS/BA
<b>Description</b>  <b>[100 words max]</b>	The unit provides a comprehensive overview of global communications and media and their underlying technologies.  These are fast growing areas of technology and students will also be given knowledge and skills in the management of change in these areas.
<b>JACS Code</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Provide an understanding of global communications and media - the challenges and opportunities.</li> <li>• Students will be encouraged to explore these issues from a company-wide perspective, giving a full and considered analysis to the various business issues involved.</li> </ul>
<b>Learning outcomes</b>	<b>Knowledge and Understanding:</b> The theories, methodologies and application of the technologies relevant to networked communications and media.

	<p><b>Intellectual Skills:</b> Research business and management issues either individually or as part of a team for projects, dissertations and presentations.</p> <p><b>Practical Skills:</b> Effective use of communication and media technologies for business.</p> <p><b>Transferable Skills:</b> Define problems, and be effective at problem-solving and decision-making, using appropriate quantitative and qualitative skills and also be able to create, evaluate and assess options, together with being able to apply ideas and knowledge to a range of situations.</p>
<b>Employability</b>	Students will be able to work in and manage groups in companies that have a significant networked or Internet communications and media practice.
<b>Teaching &amp; Learning Pattern</b>	<p>The 48 hours contact time will comprise a one hour lecture and a three hour seminar.</p> <p>The learning strategy of this unit consists of:</p> <ol style="list-style-type: none"> <li>1. Formal lectures addressing each area of the syllabus.</li> <li>2. Seminars in which students will critically explore lecture topics in detail.</li> </ol> <p>These act as a vehicle for an exchange of views and the development of a critical and reflective approach in course participants. Communication skills will be developed implicitly during the seminars.</p>
<b>Indicative content</b>	<ol style="list-style-type: none"> <li>1. Understanding the underlying economic and technological reasons for the advances made in the communications and media.</li> <li>2. A managerial approach to the issues that prevail in these industries.</li> <li>3. An examination of the methodologies used and techniques for the implementation of communications and media in a business environment.</li> <li>4. Future trends.</li> </ol>

<b>Assessment method</b> <b>(Please give details –</b> <b>elements, weightings,</b> <b>sequence of</b> <b>elements, final</b> <b>component)</b>	<b>One Project     40%</b>  <b>One Exam       60%</b>
<b>Indicative Reading</b>	<b>CORE READING:</b>  Social Corp: Social Media Goes Corporate, Joel Postman, New Riders, 2009, ISBN 978-0-321-58008-5  Amazon: <a href="http://www.amazon.com/SocialCorp-Social-Media-Goes-Corporate/dp/0321580087/ref=sr_1_fkmr0_1?ie=UTF8&amp;qid=1296047651&amp;sr=1-1-fkmr0">http://www.amazon.com/SocialCorp-Social-Media-Goes-Corporate/dp/0321580087/ref=sr_1_fkmr0_1?ie=UTF8&amp;qid=1296047651&amp;sr=1-1-fkmr0</a>  <b>OPTIONAL READING:</b>  The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate (2nd Edition), Clara Shih, Prentice Hall, 2011  The Social Factor: Innovate, Ignite and Win through Mass Collaboration and Social Networking, Maria Azua, IBM Press, 2010, ISBN 978-0-13-701890-1  The Art of Community, Building the New Age of Participation, Jono Aitken, O'Reilly Books, 2009, ISBN 978-0596156718
<b>Other Learning Resource:</b>	Online sources.