KEY PROGRAMME INFORMATION

Originating institution(s) Wiltshire College & University Centre,	**Faculty responsible for the programme** Faculty of Media and Communication
Final award(s), title(s) and credits BA (Hons) Commercial Photography – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
Intermediate award(s), title(s) and credits Dip HE Commercial Photography (240 credits) - 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 credits Cert HE Commercial Photography (120 credits) - 120 (60 ECTS) Level 4 credits	
UCAS Programme Code(s) (where applicable and if known) W641	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.** 100063 (80%) 100887 (20%)
External reference points The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards (October 2014), incorporating - The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies: The frameworks and their levels The qualification descriptors Responsibilities for implementing an outcomes-based approach to the award qualifications QAA Subject Benchmark Statement – Communication, media, film and cultural studies (2019)	
Professional, Statutory and Regulatory Body (PSRB) links Not applicable at the moment	
Places of delivery Wiltshire College & University Centre, Salisbury	
Mode(s) of delivery Full-Time / Full-Time Sandwich	**Language of delivery** English
Typical duration Programme duration: 3 years full-time / 4 years full-time sandwich Level 4: 12months Level 5: 12months Optional sandwich placement: 12months Level 6: 12months	
Date of first intake September 2021	**Expected start dates** September
Maximum student numbers 20	**Placements** 2-week minimum placement requirement or 30-week sandwich placement.
Partner(s) Wiltshire College & University Centre, Salisbury	**Partnership model** Franchised
Date of this Programme Specification March 2021	

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PROGRAMME STRUCTURE

Programme Award and Title:							
Year 1/Level 4 Students are expected to complete all 5 credit-bearing core units.							

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus, balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Introduction to Photographic Practice	Core	20		100%		40	v1.0	100063 (100%)
Approaches to Commercial Practice	Core	20		50%	50%	40	v1.0	100063 (100%)
Professional Development	Core	20		80%	20%	40	v1.0	100063 (100%)
Moving Image 1	Core	40		70%	30%	80	v1.0	100887 (100%)
Image Concepts and Contexts	Core	20		50%	50%	40	v1.0	100063 (100%)

Progression requirements: Requires 120 credits at Level 4 **Exit qualification:** Cert HE Commercial Photography (requires 120 credits at Level 4)

Year 2/Level 5 Students are expected to complete all 5 credit-bearing core units.							

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus, balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Applied Photographic Practice	Core	40		80%	20%	80	v1.0	100063 (100%)
Collaborative Project	Core	20		30%	70%	40	v1.0	100063 (100%)
Moving Image 2	Core	20		70%	30%	40	v1.0	100887 (100%)
Investigating Industry	Core	20		100%		40	v1.0	100063 (100%)
Media Theory	Core	20		50%	50%	40	v1.0	100063 (100%)

Progression requirements: Requires 120 credits at Level 5 **Exit qualification:** Dip HE Commercial Photography (requires 120 credits at Level 4 and 120 credits at Level 5)

Compulsory/Optional placement year in industry/business
For programmes with a compulsory placement - exemption is possible for those who have worked in industry/business at a relevant level.
Progression requirements: Successful completion of 2-week short placement or 30-week sandwich placement.

Year 3/Level 6
Students are expected to complete all four credit-bearing core units.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus, balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Concept Development	Core	40		20%	80%	80	v1.0	100063 (100%)
Graduate Project	Core	40		80%	20%	80	v1.0	100063 (100%)
Research Project	Core	20		100%		40	v1.0	100063 (100%)
Commercial Contexts	Core	20		100%		40	v1.0	100063 (100%)

Exit qualification: BA (Hons) Commercial Photography
Sandwich UG award: Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6 and successful completion of a 30-week placement.
Full-time UG award: Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6 and successful completion of a 2-week placement.

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme.
- specify the programme award titles.
- identify programme and level learning outcomes.
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The BA (Hons) Commercial Photography degree aims to produce graduates who engage with the world with interest, insight, intellectual curiosity and ethical awareness. These attributes will allow them to work as creative, collaborative, reflective and confident practitioners in order to contribute and shape the present and future photographic and related industries.

Though guided learning and self-directed investigation the course allows students to study and challenge a range of photographic genres including documentary, editorial, advertising, fashion, product and portrait photography. Underpinning the course is a business-driven approach to applied academic research and professional investigation.

Students will develop their commercial potential by contextualising genre practices, and recognising current issues and topical debates such as the role played by commercial photography in representing gender, race, diversity and sustainability across the global market place . The course will explore the role of social media and postproduction in shaping emerging aesthetics; discuss topical business practices operating with the creative industries today and explore the social/cultural associations underpinning each professional genre. This debate will inform the student production of original and commercially directed outcomes.

This key aim is underpinned by the following aims:

- To provide students with the opportunity to produce individually and collaboratively authored work to a high commercial standard.

- To provide students with a critical understanding of current issues and opportunities at the forefront of the commercial photography and related industries.

- To provide opportunities for professional engagement and vocational work-based learning through effective industry liaison and collaborative partnerships.

- To provide students with the specialist knowledge, skills and opportunities required to pursue their commercial ambitions.

- To provide students with an understanding of the photography industry through the examination of a range of historical, social cultural, ethical and topical debates that will inform the students' academic and research skills and prepare them for professional practice and/or progression to postgraduate study.

- To prepare students to be 'reflective practitioners.

- To provide students with the independent learning ability required for continuing professional development.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

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.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

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

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

A: Subject knowledge and understanding This programme *provides* opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
A1. Industrial and theoretical contexts and how they inform their practice **A2**.The professional, historical, contemporary and cultural context with which the industry operates taking into account topical issues and contemporary debates. **A3**.The business, legal and ethical contexts in which industry operates.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A3). • seminars (A1 – A3). • directed reading (A1-A3). • use of the VLE (A2, A3). • independent research (for dissertation) (A2 – A3).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (A1 – A3).
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
B1 Apply critical judgement in evaluation how personal skills, attributes and aspirations reflect the requirements of commercial practice and offer professional strategies for future employment. **B2** Demonstrate a developed understanding of contemporary ethical and professional issues and debates appropriate to their field of study **B3** Reflect critically on their decision-making and practice, and propose ways in which the work may be ex-tended or improved **B4** Locate and evaluate the findings in the context of existing research and / or professional practice **B5** Critically evaluate and reflect on own and other's work in light of current industry practice **B6** Demonstrate an understanding of how research informs contemporary practice.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 - B4). • seminars (B1 – B4). • directed reading (B1 – B6). • use of the VLE (B2 – B6). • independent research (for dissertation) (B1 – B6).

	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (B1 – B6).
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:
C1 Produced a substantial body of work which demonstrate an understanding of professional practice and commercial context that is appropriate for the medium of photography. **C2** Deliver work to a given length, format, brief and deadline that demonstrates sound knowledge and understanding of current practices, form, technique and processes. **C3** Realise intentions through the articulation of ideas and responses in appropriate formats and commercial media platforms **C4** Organise and manage creative projects, exercising initiative, sound commercial judgement and reflexivity	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1 - C3). • coursework (C1, C3, C4). • independent research for empirical dissertation (C1 – C2). • group exercises (C3 – C4).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (C1- C4).
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
D1. Draw on a range of techniques to communicate their work effectively to a range of national and international audiences, including stakeholders, peers, tutors, professionals and wider the public. **D2** Demonstrate an understanding of the processes and requirements of the work placement, including the skills needed to sustain work well within an industry environment **D3** Deploy a range of interpersonal skills including leadership, effective listening, negotiation, organisation, problem solving and flexibility.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1 – D5). • seminars (D1- D5). • use of the VLE (D1 – D5). • directed reading (D1- D5).
D4 Organise and manage self-directed projects in enterprising, innovative and commercially appropriate ways. **D5** Demonstrate awareness and engagement with ethical, legal, diversity and sustainability issues in professional contexts.	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (D1 – D5).

LEVEL 5 INTENDED LEVEL OUTCOMES

A: Knowledge and understanding This level provides opportunities for students to develop and demonstrate knowledge and understanding of*:*	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
A1 Develop a personal direction culminating in an appropriate body of work. **A2** Visual culture and applied production skills through the application of imagination and technical inventiveness, making creative work that is both commercially informed and underpinned by a practical knowledge of associated issues, ideas and debates. **A3** Personal, professional and creative identity, demonstrating appropriate flair and style through the successful completion of a body of work. **A4** The concepts and ideas covered in media theory. **A5** Theoretical and conceptual models and methodologies, that enable independent study and research.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1- A6). • seminars (A1 – A6). • directed reading (A1-A6). • use of the VLE (A2- A6). • independent research ((A1-A6).
A6 Expand and apply knowledge of visual culture and applied production skills through the application of imagination and technical inventiveness, making creative work that is both commercially informed and underpinned by a practical knowledge of associated issues, ideas and topical debates.	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays (A1 – A6).
B: Intellectual skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
B1 Consider and evaluate the professional skills and organisational requirements needed to work effectively within collaborative orientated teams. **B2** Demonstrate an understanding of the business, legal and ethical contexts in which the industry operates. **B3** Demonstrate an understanding of the photographic commissioning and production process. **B4** Apply theories to the analysis of media examples. **B5** Use theoretical and conceptual models and methodologies, enabling independent study and research.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B6). • seminars (B1 – B6). • directed reading (B1 – B6). • use of the VLE (B2 – B5). • independent research (for dissertation) (B1 – B6).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):

B6 Demonstrate a developed understanding of aspects of contemporary image-making, technical innovation and/or research, through their own practice or academic research.	• coursework (B1 – B6).
C: Practical skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1 Demonstrate a range of technical, intellectual, creative and professional skills appropriate for the requirements of the photo-imaging sector. **C2** Plan, develop and execute a body of work specifically to answer needs identified by a professional brief. **C3** Consider and evaluate the professional skills and organisational requirements needed to work effectively within collaborative project – orientated teams. **C4** Demonstrate developed practical knowledge of the commercial skills required to operate as a practitioner within contemporary commercial practice. **C5** An ability to evaluate and reflect on own and others work in light of current industry practices	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1 - C3). • coursework (C1 - C3, C5). • group exercises (C2, C5). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (C1 – C5).
D: Transferable skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level/ learning outcomes:
D1 An ability to keep to professional deadlines and manage production time efficiently. **D2** An ability to plan, develop and execute a body of work specifically to answer needs identified by a professional brief **D4** Review production work in a reflective manner with reference to appropriate debates and conventions.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1 – D4). • seminars (D1- D4). • use of the VLE (D1 – D4). • directed reading (D1- D4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (D1 – D4).

LEVEL 4 INTENDED LEARNING OUTCOMES

A: Knowledge and understanding	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to develop and demonstrate knowledge and understanding of:	
A1 The context of commercial photographic practice and begin to identify how it operates and shapes the distinctive qualities, values and traditions associated with narrative and audience in photography. **A2** The key skills and concepts used for producing fiction and non-fiction artefacts. **A3** The contemporary, conceptual and contextual issues and topical debates informing the photographic industry **A4** Demonstrate an understanding of key ideas, concepts, debates and contexts that have shaped the contemporary industry practice.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1- A6). • seminars (A1 – A4). • directed reading (A1, A3). • use of the VLE (A4, A5). • Independent research (A1).
A5 Production planning and management skills through appropriate research and the successful application of photographic practice **A6** The key historical concepts, innovations and debates that have shaped the traditional and contemporary media landscape	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (A1 – A6).
B: Intellectual skills	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
This level provides opportunities for students to:	
B1 Respond to creative challenges and produce practical outcomes utilising conceptual, technical and practical photographic skills. **B2** communicate effectively and creatively. **B3** Initiate independent exploration through gathering of research and practical experience **B4** Demonstrate an understanding of the need to adhere to safe working practices and taking into consideration the legislative and ethical requirements of self-promotion, publicity and professional opinion.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 - B4). • seminars (B1 – B4). • directed reading (B1 – B4). • use of the VLE (B2 – B4). • independent research (B1, B2 B4),
B5 Evaluate work in a reflective manner referencing appropriate debates and texts	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework (B1 – B6).

B6 Demonstrate an understanding of the potential value of teamwork in appropriate situations and the skills necessary to function in such situations.	
C: Practical skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
C1 Demonstrate operational competency in a range of production and postproduction equipment and software. **C2** Utilise a range of practical and operational skills, processes and equipment in an effective manner, applied to a variety of situations and contexts, including traditional, contemporary and cross over photographic practice. **C3** Demonstrate an understanding of production planning and management skills through appropriate research and the successful application of photographic practice.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1 - C3) • coursework essays (C1 - C3) • independent research (C1 – C3) • group exercises (C1-C3)
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework/essays (C1, C3)
D: Transferable skills This level provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:
D1 Critically reflect upon her or his own position as a student practitioner and researcher within a wider context of commercial practice and to produce a professional development plan **D2** Articulate ideas and opinions and exhibit ongoing work in a verbal and non-verbal format to an audience or client. **D3** produce and present research, which is coherent, well organised and articulate.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (D1 - D5). • seminars (D1- D5). • use of the VLE (D1 - D5). • directed reading (D1- D3).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • coursework essays (D1 – D3).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations.
https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.pdf

In addition to the criteria above, applicants may be assessed by means of an interview or submission of work. The interview will examine motives, background and professional competence, and gauges standards of comprehension and intellectual range**.**

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the recognition register for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

The regulations for this programme follow the University's standard assessment regulations.
https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

BA (Hons) Commercial Photography students are normally required to complete a placement. The minimum requirement is a 2 week 'short' placement. Successful completion of a short placement is a graduation requirement although students are encouraged to complete the short placement between levels 5 and 6

As an alternative to the short placement, and with sufficient notice, students may undertake a 30-week 'sandwich' placement. The sandwich placement must take place between levels 5 and 6 and be in the broad area of Photography.

In order to be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory work experience;('sandwich placement' students)
- Complete the placement logbook satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in.
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company and the student.

The supervised work placement draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and demonstrate an understanding of Commercial pphotography and related subjects, as well as providing a platform for successful entry into the profession following graduation.

It applies and demonstrate an understanding of the skills acquired in Levels 4 and 5 and makes a major contribution to the understanding of the final level units and further develops dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

Successful completion of a placement is a graduation requirement.

Programme Skills Matrix

Units		A1	A2	A3	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	D1	D2	D3	D4	D5
														Programme Intended Learning Outcomes					
LEVEL 6	Concept Development		x			x	x		x					x		x	x	x	X
	Graduate Project	x	x		x	x					x	x	x	x	x		x	x	X
	Research Project *		x	x		x		x		x		x	x	x	x		x	x	X
	Commercial Context	x		x	x	x	x			x	x	x	x		x	x	x	x	X
LEVEL 5	Applied Photographic Skills	x		x		x				x	x			x	x				x
	Collaborative Project				x		x		x		x			x	x		x	x	X
	Moving Image 2	x					x						x		x		x	x	X
	Investigating Industry							x		x				x	x		x	x	X
	Media Theory			x		x		x	x					x	x		X	x	X
LEVEL 4	Introduction to Photographic Practice	x				x					x	x	x				x	x	X
	Approaches to Commercial Practice		x	x					x	x	x			x	x		x	x	X
	Professional Development		x				x						x		x		x	x	X
	Moving Image 1	x			x				x				x		x			x	X
	Image Concepts and Context		x			x					x			x	x		x	x	x

A – Subject Knowledge and Understanding
This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

1. Industrial and theoretical contexts and how they inform their practice

2. The professional, historical, contemporary, and cultural context with which the industry operates taking into account topical issues and contemporary debates.
3. An understanding of the business, legal and ethical contexts in which industry operates.

C – Subject-specific/Practical Skills
This programme provides opportunities for students to:

1. Produced a substantial body of work which demonstrate an understanding of professional practice and commercial context that is appropriate for the visual medium of photography.

2. Deliver work to a given length, format, brief and deadline that demonstrates sound knowledge and understanding of current practices, form, technique and processes.

3. Realise intentions through the articulation of ideas and responses in appropriate formats and commercial media platforms

4. Organise and manage creative projects, exercising initiative, sound commercial judgement and reflexivity

B – Intellectual Skills
This programme provides opportunities for students to:

1. Apply critical judgement in evaluation how personal skills, attributes and aspirations reflect the requirements of commercial practice and offer professional strategies for future employment.

2. Demonstrate a developed understanding of contemporary ethical and professional issues and debates appropriate to their field of study

3. Reflect critically on their decision-making and practice, and propose ways in which the work may be ex-tended or improved

4. Locate and evaluate the findings in the context of existing research and / or professional practice

5. Critically evaluate and reflect on own and other's work in light of current industry practice
6. Demonstrate an understanding of how research informs contemporary practice.

D – Transferable Skills
This programme provides opportunities for students to:

1. Draw on a range of techniques to communicate their work effectively to a range of national and international audiences, including stakeholders, peers, tutors, professionals and wider the public.

2. Demonstrate an understanding of the processes and requirements of the work placement, including the skills needed to sustain work well within an industry environment

3. Deploy a range of interpersonal skills including leadership, effective listening, negotiation, organisation, problem solving and flexibility.

4. Organise and manage self-directed projects in enterprising, innovative and commercially appropriate ways.

5. Demonstrate awareness and engagement with ethical, legal, diversity and sustainability issues in professional contexts.