

Entertaining London

Module Code	4BUSS002W
Module Level	4
Length	Session Two, Three Weeks
Site	Central London
Host Course	London International Summer School
Pre-Requisite	None
Assessment	50% Report, 50% In-Class Test

Summary of module content

London is one of the entertainment centres of the world. It is home to world-class theatres, music venues, museums, galleries, festivals and much else. A varied 'cultural' sector is essential for a world city; it generates income, builds creativity and attracts tourists and other visitors. This module covers the business of entertainment – its funding, management and marketing, and the role played by private, non-profit organisations and government in its provision.

Learning outcomes

By the end of the module the successful student will be able to:

1. Compare and contrast the position of London as a centre of culture and entertainment with that of other world cities, using secondary data.
2. Demonstrate awareness of the importance of the creative industries for London's economy.
3. Demonstrate knowledge of London entertainment and cultural institutions (theatre, music venue, museum, gallery etc) from a business point of view, including their sources of funding, business models and performance.
4. Present, orally and in writing, as part of a group, an effective and convincing briefing report on an entertainment venue or cultural institution in London.
5. Utilise and interpret primary data gathered from fieldwork (interviews or surveys), recognising their reliability and limitations.

Course outcomes the module contributes to:

As an Elective does not contribute directly to Course outcomes, but helps contextualise these.

Indicative syllabus content

- Introduction: the importance of culture, entertainment and the creative industries for the London economy.
- The business of culture and entertainment: ownership structures and management 'models'
- The 'market' for culture and entertainment: supply, demand and pricing
- The Royal Opera House: the contested role of government in the entertainment industry
- London's Theatres: from the South Bank to the West End
- Museums: the British Museum and the Museum of London

- Galleries: the Tate Modern and the National Gallery
- Tourist London: Madame Tussauds & the London Eye
- The Notting Hill Carnival: managing a cultural event

Teaching and learning methods

This module begins with a set of six weekly lectures outlining the importance of the cultural and entertainment industry, and individual sub-sectors (ie theatres, museums, galleries etc), to the London economy in terms of the value they generate (both financial and intrinsic), the employment they support and the tourists (and other visitors) they help to attract. Associated seminars will focus on the analysis of 'real' data relating to the make-up of and trends in the 'creative economy' – both production and consumption activities – and on business profiles of individual entertainment sectors, in order to encourage students to build up an informed picture of the field of study of the module. Classroom sessions will be supplemented by external visits to one or more entertainment venues or cultural institutions.

The second half of the module switches the emphasis to more active, enquiry-led student learning; as part of this, students (in groups) will be expected to undertake field research and/or gather primary data (via interviews or surveys etc). The groups will be allocated one entertainment venue or cultural institution and will be required to *produce a briefing report* investigating the underlying business model(s) that characterises it highlighting any strengths or weaknesses and outlining the threats it faces and the opportunities available.

Formative tasks will be an integral part of the module. Students will be required to present their findings from secondary and primary data collection and/or analysis as part of seminar sessions at various points in the module and can expect peer and tutor feedback on this. The VLE will be also be used to provide regular formative feedback on progress with the briefing report, supplemented by face-to-face group tutorial meetings.

Activity type	Category	Student learning and teaching hours*
Lecture	Scheduled	12
Seminar	Scheduled	18
Fieldwork	Scheduled	12
External visits	Scheduled	6
Total Scheduled		48
Structured independent study	Independent	54
Module and course-based general study	Independent	42
Working on and taking assessments	Independent	56
Independent study		152
Total student learning and teaching hours		200

*the hours per activity type are indicative and subject to change.

Assessment rationale

The in-class test, undertaken in Session 7, will assess student knowledge of the relative size and importance of London's cultural, entertainment and creative industries internationally, and their direct and indirect contribution to the city's economy. This will also test student ability to analyse secondary data. Short individual on-line tests will provide students with formative feedback on their progress.

The group assignment assesses the ability of group members to analyse the business model underpinning an cultural institution or entertainment venue (or event) in London, to gather primary data to support the analysis and to present this coherently and convincingly in a written briefing report.

The assessment for this module has been designed in the full expectation that formative assessment is completed, as directed, by the module leader; failure to do so is likely to impact on the student's ability to pass the module.

Assessment criteria

To pass the in-module test, students will have to demonstrate their ability to answer a series of short answer test questions, under time constraint. Some of these questions will require the analysis of relevant data.

To pass the end-of-module assessment students, working in groups, will have to demonstrate their ability to produce a focused and well-structured briefing report based on an appropriate range of supporting evidence (including relevant data), while showing an adequate grasp of relevant business concepts.

Assessment methods and weightings

Assessment name	Weighting %	Qualifying mark %	Qualifying set	LOs	Assessment
<i>In-Class Test</i>	50	30	<i>n/a</i>	1,2, 3	<i>In-Class Test (1 ½ hours)</i>
<i>Group Briefing Report</i>	50	30	<i>n/a</i>	3,4,5	<i>Group Briefing Report (3,000 words)</i>

Synoptic assessment

n/a

Sources

Essential reading list

BOP Consulting, 2012, *World Cities Culture Report*, London: GLA/Mayor of London
Cunningham, S, Flew, T & Swift, A, 2015, *Media Economics*, London: Palgrave.

Du Noyer, P, 2009, *In the City: A Celebration of London Music*, London: Virgin Books

GLA Economics, 2003, *Spending Time: London's Leisure Economy*, London:GLA

Hesmondalgh, D, 2012, *The Cultural Industries*, (3rd edn), London: Sage.

Keene, S, 2005, *Fragments of the World: Uses of Museum Collections*, Oxford: Elsevier-Butterworth-Heinemann

Knell, J & Oakley, K, 2007, *London's Creative Economy: an Accidental Success?* Provocation Series, 3:3, London: LDA/The Work Foundation.

Miles, B, 2010, *London Calling: A Countercultural History of London since 1945*, London: Atlantic Books

NESTA, 2010, *Creative Clusters and Innovation: Putting Creativity on the Map*, London: NESTA Research Report (November).

Towse, R, 2011, *A Handbook of Cultural Economics*, (2nd edn), Cheltenham: Edward Elgar

Vogel, H.L, 2014, *Entertainment Industry Economics: A Guide for Financial Analysis*, Cambridge: Cambridge University Press.

Web resources:

A wealth of published reports and data is available from the following three sources:

Centre for London (<http://centreforlondon.org/>)

Department of Culture, Media and Sport

(<https://www.gov.uk/government/organisation/department-for-culture-media-sport>)

Greater London Authority (<https://www.london.gov.uk/priorities/arts-culture>)