



UNIVERSITI TEKNOLOGI MARA

FTA651: CREATIVE INDUSTRIES CAREER DEVELOPMENT

Course Name (English)	CREATIVE INDUSTRIES CAREER DEVELOPMENT APPROVED
Course Code	FTA651
MQF Credit	10
Course Description	<p>This course provides students with the opportunity to engage and learn directly from the creative industries. Students are introduced and inducted by industrial practitioners (such as mentors, etc.) of the field. Also known as work-based learning or apprenticeship, the course is designed to allow students to prepare for the work environment especially in areas that require immediate and skilled talent. Students are attached to the workplace for the duration of a semester and are expected to gain as much knowledge and experience to allow them to perform within a daily work setting. This notion of experiential learning allows students to develop much needed skills for the 21st century workforce. Throughout the duration of the term, students are under the patronage of respective mentors. Emphasis of the course is on the students' ability to adapt to the working environment and contribute to their respective employers in a professional manner as they learn the trade. Students are expected to perform and contribute whole-heartedly to the companies or organizations they are attached to ensure that the full engagement is experienced. This experience allows students to develop their portfolios and rapport with the industry.</p>
Transferable Skills	<p>On completion of the course the student will be able to:</p> <ul style="list-style-type: none">• Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving.• Demonstrate ability to work professionally and contribute positively in a team.• Demonstrate enthusiasm, leadership and the ability to positively influence others.
Teaching Methodologies	Industrial Training, Supervision, Project-based Learning
CLO	<p>CLO1 Practice good values and behavior in completing assigned tasks CLO2 Demonstrate effective communication, leadership and teamwork skills in completing assigned tasks CLO3 Identify basic problems and solutions regarding given tasks CLO4 Demonstrate efforts in competently retrieving information and self-learning</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to the creative industries and the workplace 1.1) N/A	
2. Introduction to the company / firm / organization 2.1) N/A	
3. Introduction to communication 3.1) N/A	
4. Role and responsibilities 4.1) N/A	
5. Understanding the workplace 5.1) N/A	
6. Health and safety requirements 6.1) N/A	
7. Understanding work contracts 7.1) N/A	

8. Developing curriculum vitae and portfolios

8.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Task-based / Mentor observation and feedback	20%	CLO1
	Internship Report	Task-based / Mentor observation and feedback	20%	CLO2
	Internship Report	Task-based / Mentor observation and feedback	20%	CLO3
	Journal/Article Critique	Career development report	40%	CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Dawson, P. & Andriopoulos, C. 2017, <i>Managing change, creativity and innovation</i>, Harvard Business School Publishing Corporation USA • Khaire, M. 2017, <i>Culture and commerce: The value of entrepreneurship in creative industries</i>, Stanford Business Books • Schwab, K 2017, <i>The fourth industrial revolution</i>, Crown Business USA

Article/Paper List	This Course does not have any article/paper resources
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Other References	
	<ul style="list-style-type: none"> • Book Dawson, P. & Andriopoulos, C. 2017, <i>Managing change, creativity and innovation</i> , Harvard Business School Publishing Corporation, USA • Book Khaire, M. 2017, <i>Culture and commerce: The value of entrepreneurship in creative industries.</i> , Stanford Business Books • Book Schwab, K. 2017, <i>The fourth industrial revolution</i>, Crown Business, USA • Book Ross, A. 2016, <i>The industries of the future</i>, Simon & Schuster, New York, USA • Book Jones, C. & Lorenzen, M. 2015, <i>The Oxford handbook of creative industries</i> , Oxford University Press, Oxford • Book DeFillippi, R. & Wikstrom, P. 2014, <i>International perspectives on business innovation and disruption in the creative industries: Film, video and photography</i> , Edward Elgar Pub, Cheltenham, UK • Book Guffey, M.E. & Loewy, D. 2012, <i>Essentials of business communication</i>, OH: Cengage Learning • Book Masters, A. & Wallace, H.R. 2010, <i>Personal development for life and work</i>, Mason, OH: South-Western Educational Pub • Book Hattersley, M.E. & McJannet, L.M. 2007, <i>Management communication: Principles and practice</i> , McGraw-Hill Education. • Website <i>Malaysian Communications and Multimedia Commission</i> https://www.mcmc.gov.my/resources/guidelines • Website <i>Jabatan Kebudayaan & Kesenian Negara</i> http://www.jkkn.gov.my/ • Website <i>Health and Safety Executive</i> http://www.hse.gov.uk/entertainment/theatre-tv/index.htm • Website <i>Department of Occupational Safety and Health, Ministry of Human Resources</i> http://www.dosh.gov.my/index.php/en/ • Website <i>National Film Development Corporation (FINAS)</i> http://www.finas.gov.my/en/