ARTS UNIVERSITY PLYMOUTH

Cert HE: Business & Management for Creatives

Unit Specification Forms (USFs)

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE: (subject specific title)	1.2 UNIT CODE:
BUSINESS ESSENTIALS	**401**

1.3 COURSE: (subject specific title)
CertHE Business & Management for Creatives

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	**CREDITS**	**ECTS**	**STUDY HOURS**
4	**30**	**15**	**300**

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	**SEMESTER 2**	**SEMESTER 3**
x		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:
Success in business and management requires knowledge and understanding of a range of key fundamentals. Business Essentials provides an overview of business skills required for today's business world, including types of business ownership, laws and regulations, principles of financial management, and an understanding of business practices in light of ethical and social responsibilities. Alongside developing your knowledge of business, you will acquire practical digital capabilities using software tools and digital working processes, and will develop your employability attributes, enabling you to think and operate in a professional and commercial context. This unit is designed to support and accelerate your individual development as an independent learner, developing skills in self-organisation and critical reflection. which is an essential part of Level 4 study. This unit is made up of one project, you are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit. You will develop a portfolio of work that evidences your evidences the development of your knowledge, understanding and skills

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

This unit will introduce a range of methodologies through a combination of classroom and/or workshop-based activity to develop knowledge, understanding and skills in topics that will include:

- The Business mindset
- Employment vs self-employment
- Tax & National Insurance
- Income, expenditure & cashflow
- Finance, accounting
- Information systems & digital capabilities
- Legal & regulatory frameworks
- Ethics, Sustainability & social responsibility

The unit will be comprised of the following indicative content and delivery modes:

- Lectures - tutor led presentations covering key topic areas
- Seminars - group discussions and workshop activities to explore ideas and
- Practical Skills Development - activities to develop digital capabilities and employability skills
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique: Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the Unit. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the Careers & Enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit. Description as in 3.1.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Guide for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & UNDERSTANDING	1. Demonstrate awareness of ethical responsibility in business & management 2. Identify the fundamentals of business and finance to develop commercial awareness

COGNITIVE SKILLS	3. Analyse and evaluate a range of data and sources of information
PRACTICAL & PROFESSIONAL SKILLS	4. Apply numeracy skills to utilise data and inform financial planning

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. A portfolio of work	1, 2 ,3, 4	100% FG	40%	You will submit work to encompass learning from the entire unit.

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback at the midpoint of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice:
- Critical thinkers who use evidence and research to inform their decisions.

Professional Agency:
- Digitally literate, with confidence to work across multiple digital environments and platforms

Ethos & Values
- Ethical practitioners who work with an informed awareness of kindness, and how their actions impact others.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
- Self-aware and actively engage in managing their physical and mental wellbeing.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL SKILLS

Digital proficiency and productivity
DC1: Digital proficiency
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC4: Digital research and problem-solving

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY ATTRIBUTES AND SKILLS:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3: Effective Communication

Thinking Skills
EA7: Critical thinking

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
MANAGING YOUR BUSINESS	402

1.3 COURSE:
CertHE Business & Management for Creatives

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
x		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

Business management covers a broad spectrum of activities concerned with the oversight of all the functions and operations within a business including strategic planning, generating sales and revenue, managing overheads, resources and staff. Effective management is critical to the success of any business, and this unit will introduce you to the important aspects that will help you develop the knowledge, and skills to successfully and responsibly manage your business.

Effective business management is often delivered through the creation of a business plan, a roadmap for the business that outlines its goals, strategies and operational plans, enabling business owners to manage their operations effectively, make informed decisions and manage their finances effectively to ensure financial sustainability. For this unit you will develop an initial business plan, collating a file of research and information to support a clearly articulated plan that demonstrates your knowledge and understanding. You will further strengthen your digital capabilities and employability attributes, developing your confidence and competence to think and operate effectively in the business environment.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

This unit will introduce a range of methodologies through a combination of classroom and/or workshop-based activity to develop knowledge, understanding and skills in topics that will include:

- Principles & practice of selling
- Understanding consumer behaviour
- Generating sales
- Managing customer relationships
- Protecting and monetising intellectual property rights
- Information systems and business intelligence
- Operations and overheads
- Human Resources
- Management & Leadership
- Enterprise & business innovation

The unit will be comprised of the following indicative content and delivery mode:

- Lectures - tutor led presentations covering key topic areas
- Seminars - group discussions and workshop activities to explore ideas
- Practical Skills Development - activities to develop digital capabilities and employability skills
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique: Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit. Description as in 3.1.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Guide for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:

KNOWLEDGE & COMPREHENSION	1. Demonstrate awareness of the role and value of intellectual property rights in business 2. Demonstrate awareness of people management and leadership

COGNITIVE SKILLS	3. Evidence self-management as an independent learner engaged in personal and professional development
PRACTICAL & PROFESSIONAL SKILLS	4. Manage workload and evidence skills in organisation and project management

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1, Business Plan (2000 words)	1, 2, 3, 4	100% FG	40%	Written communication of your Business Plan

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback at the midpoint of Unit delivery.

Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
- Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency
- Upholders for the creative arts as a catalyst for fulfilling personal, professional and cultural transformations
- Advocates of sustainability, kindness, and care for the world as seen through their creative and professional practice.
- Digitally literate, with confidence to work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
- Empathetic and kind, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
- Ethical practitioners who work with an informed awareness of kindness, and how their actions impact others.

Collaboration

- Contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
- Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES

Digital proficiency and productivity
DC1: Digital proficiency
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC4: Digital research and problem-solving

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management
DC15: Digital wellbeing

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY ATTRIBUTES

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3: Effective Communication

Collaboration
EA5: Working with others
EA6: Collaborative tasks & Projects

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills
EA10: Business awareness & enterprise thinking

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
MARKETING, BRAND & IDENTITY	403

1.3 COURSE:
CertHE Business & Management for Creatives

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	x	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

Marketing is a strategic business and management process, responsible for identifying, anticipating and satisfying customer needs in a profitable manner. The marketing process is central to the performance of businesses of all sizes because it addresses the most important aspects that determine business success. It is about understanding the competitive marketplace and ensuring you can tap into key trends, reaching consumers with the right product or service at the right price, place and time.

Successful marketing plans need to be delivered through effective branding. The identity of a business and its product or service offerings are fundamental to the way in which they connect with their consumers, build customer loyalty and establish reputation.

This unit will introduce you to the fundamentals of marketing, branding and identity. You will be introduced to the thinking and working processes that underpin a marketing led approach to business. In the light of market and consumer research, you will be encouraged to consider and evaluate your own business ideas, to begin to develop your business identity and your own marketing and branding strategy. You will begin to explore the role of creativity and importance of effective visual communication in business, developing a visual portfolio of work that demonstrates your understanding. You will continue to develop your digital capabilities, developing skills in creative software applications, and will further develop your employability skills.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from,

and informed by the other 200 hours of activity for this unit.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

This unit will introduce a range of topics and methodologies through a combination of classroom and/or workshop-based activity to develop knowledge, understanding and skills in topics that will include:

- Markets and economies,
- Market Research & analysis
- The Marketing Mix: The 7Ps
- Segmentation, targeting, positioning
- Creativity. innovation and enterprise
- Principles of branding
- Branding & Visual identity
- Marketing planning & strategy
- Marketing communications, advertising & promotion

The unit will be comprised of the following indicative content and delivery mode:

- Lectures - tutor led presentations covering key topic areas
- Seminars - group discussions and workshop activities to explore ideas
- Practical Skills Development - activities to develop digital capabilities and employability skills
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique: Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit. Description as in 3.1.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Guide for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE &	1. Evidence understanding of the key principles of branding, marketing and sales

COMPREHENSION	
COGNITIVE SKILLS	2. Demonstrate creative and conceptual thinking to generate ideas, proposals and solutions in response to a brief 3. Identify characteristics of creative thinking to support business development
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Utilise digital tools to enhance efficiency and productivity

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. Visual Output Portfolio	1, 2, 3, 4	100% FG	40%	Illustrated portfolio of work to articulate your marketing and brand strategy

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback at the midpoint of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 BY COMPLETING THIS UNIT, STUDENTS ARE UNDERTAKING ACTIVITY TO SUPPORT THE DEVELOPMENT OF THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice

- Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency

- Upholders for the creative arts as a catalyst for fulfilling personal, professional and cultural transformations
- Advocates of sustainability, kindness, and care for the world as seen through their creative and professional practice.
- Digitally literate, with confidence to work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values

- Empathetic and kind, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
- Ethical practitioners who work with an informed awareness of kindness, and how their

actions impact others.

Collaboration

- Contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
- Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES

Digital proficiency and productivity
DC1: Digital proficiency
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC4: Digital research and problem-solving

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration

Digital identity and wellbeing
DC14: Digital identity management

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY ATTRIBUTES:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3: Effective Communication
EA4: Audience & Engagement

Collaboration
EA5: Working with others
EA6: Collaborative tasks & Projects

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills
EA10: Business awareness & enterprise thinking

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION

1.1 UNIT TITLE:	1.2 UNIT CODE:
YOUR BUSINESS PROJECT	404

1.3 COURSE:
CertHE Business & Management for Creatives

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	x	

SECTION 3: UNIT CONTENT

3.1 UNIT DESCRIPTION:

Most successful businesses, particularly in the creative sector, thrive through collaboration and effective team working, with individuals sharing their ideas and skills to achieve their goals. Even the most individual and single-minded entrepreneurs often need the input and support of others to realise their business ideas

This unit places some focus on collaboration as an approach to business as a way of working and an experience. This will support your engagement in teams, including with staff, in the development of creative business methodologies, from the generation of ideas and concepts to practical outcome and delivery. You will have opportunities to engage with the wider creative business community, working with students from other business disciplines, exchanging different ideas and perspectives. You will explore ways in which you can work together to support the development of your individual business projects and will be encouraged to share your creative attributes in pursuit of creative problem solving. This will further develop and enhance valuable employability attributes.

Supported by creative input from collaborative working, you will develop and finalise your individual business project. This will represent the culmination of your level 4 study, demonstrating your knowledge, understanding and skills in the presentation of a 10-minute pitch.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:
This unit will introduce a range of methodologies through a combination of classroom and/or workshop-based activity to develop knowledge, understanding and skills in topics that will include: ● Business Planning & strategy ● Project Management ● Collaborative working & partnerships ● Networking & negotiating ● Enterprise & Entrepreneurship ● Funding & Investment ● Pitching & Presenting ● Upscaling your business The unit will be comprised of the following indicative content and delivery mode: ● Lectures - tutor led presentations covering key topic areas ● Seminars - group discussions and workshop activities to explore ideas and ● Practical Skills Development - activities to develop digital capabilities and employability skills ● Directed study (subject specific): independent work in support of unit outcomes; ● Critique: Group and/or individual critique; ● Tutorial: Group and/or individual tutorial. To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:
There are no specific additions required for this unit. Description as in 3.1.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Guide for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & UNDERSTANDING	
COGNITIVE SKILLS	1. Develop a business position drawing from personal reflection and feedback 2. Identify characteristics of creative, enterprise & entrepreneurial thinking to support business development

PRACTICAL & PROFESSIONAL SKILLS	3. Demonstrate effective communication and presentation skills for your business project 4. Develop attributes required for effective team and collaborative working

SECTION 5: UNIT ASSESSMENT

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. A 10-minute pitch	1, 2	100% FG	40%	You are required to pitch your business project and will be assessed on both content and pitching & presentation skills.
2. Critical Evaluation (1000 words)	3, 4	100% FG	40%	Critical evaluation drawing from your personal experience and reflection.

5.2 ADDITIONAL ASSESSMENT NOTES:

The pitch presentation can be delivered in a variety of ways appropriate to context.

Delivery a maximum of 10-mins.

Formative feedback at the midpoint of Unit delivery.

Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice

- Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
- Critical thinkers who use evidence and research to inform their decisions.
- Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
- Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency

- Upholders for the creative arts as a catalyst for fulfilling personal, professional and cultural transformations
- Advocates of sustainability, kindness, and care for the world as seen through their creative and professional practice.

- Digitally literate, with confidence to work across multiple digital environments and platforms.
- Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values

- Empathetic and kind, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.
- Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
- Ethical practitioners who work with an informed awareness of kindness, and how their actions impact others.
- Self-aware and actively engage in managing their physical and mental wellbeing.

Collaboration

- Contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
- Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.
- Inspiring Life-long learners who value collaboration to enrich and enhance their work and the work of others.
- Confident working in teams and recognise the value of partnerships, collaboration and networking.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES

Digital proficiency and productivity
DC1: Digital proficiency
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC4: Digital research and problem-solving
DC5: Digital innovation

Digital learning and development
DC6: Digital learning
DC7: Digital teaching

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management
DC15: Digital wellbeing

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY ATTRIBUTES

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3: Effective Communication
EA4: Audience & Engagement

Collaboration
EA5: Working with others
EA6: Collaborative tasks & Projects

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills
EA10: Business awareness & enterprise thinking