BIRMINGHAM CITY University International College

Programme Specification

FILM, MEDIA AND COMMUNICATION PROGRAMME

Programme Summary

Pathway	International Foundation Year	
Programme Title	International Foundation Year (IFY) in Film, Media and Communication	
NQF	Level 3	
Mode of Study	Full time	
Mode of Delivery	Face to face	
Delivery Model	Standard Delivery Model (SDM)	
Teaching Institution	Birmingham City University International College	
Awarding Institution	Birmingham City University	
School	Business	
Teaching Location	4 Cardigan Street, Birmingham	
Intakes	Three Semesters	May and September
	Two Semesters	January, May and September

Credit Breakdown

Length	Credit Weighting	Notional Hours	Contact Hours	Directed Learning	Independent Study
Three Semesters	180	2250	675	225	1350
Two Semesters	120	1500	450	150	900

Articulation Programmes

DEGREE PATHWAYS	DEGREE AWARDS	NQF AWARD LEVEL
Media & Journalism	BA (Hons) Media and Communication	6
	BA (Hons) Music Business	6
	BA (Hons) Media Production	6
	BA (Hons) Journalism	6
	BA (Hons) Sports Journalism	6
Film Animation & Photography	BSc (Hons)Digital Film Production	6
	BA (Hons) Photography	6
	BA (Hons) Digital Animation	6
	BA (Hons) Film and Screenwriting	6
	BA (Hons) Film making	6
English	BA (Hons) English and Creative Writing	6
	BA (Hons) English and Journalism	6
	BA (Hons)Creative Writing	6
	BA (Hons) English Language and Literature	6
	BA (Hons) English Literature	6

Regulatory and Quality Frameworks

The International Foundation Year (IFY) in Film, Media and Communication at BCUIC is delivered within a structured quality framework aligned with UK expectations for academic standards, quality of provision, and student outcomes, appropriate to its role as a Level 3 pathway to undergraduate study.

The programme is informed by the UK Quality Code for Higher Education (2024). In particular, it reflects:

- Principle 7, through a coherent and progressively structured curriculum aligned to progression requirements for film, media, and communication disciplines;
- Principle 10, via integrated academic skills, creative practice, and language support tailored to international students;
- Principle 11, ensuring that teaching, learning, and assessment develop creative, analytical, and communication skills required for undergraduate study.

The IFY is positioned at Level 3, comparable to UK Level 3 qualifications, and is designed to support progression to FHEQ Level 4 programmes in film, media, and communication. Academic standards are aligned to sector expectations and informed by international benchmarking through UK ENIC (Ecctis).

While not a regulated higher education award, the programme operates within the regulatory environment of the Office for Students (OfS) through its association with Birmingham City University. It aligns with relevant OfS Conditions of Registration, including:

- B1 (Academic Experience) – a coherent, practice-based, and intellectually engaging curriculum;
- B2 (Resources and Support) – access to academic guidance, digital tools, and media production resources;
- B4 (Assessment and Awards) – valid and reliable assessment, including coursework and creative outputs;
- B5 (Sector Recognised Standards) – alignment with sector reference points and progression expectations.

Delivery at BCUIC operates within the academic governance framework established with Birmingham City University, ensuring alignment of curriculum, assessment, and progression criteria with undergraduate entry requirements.
The programme is additionally governed by Navitas UK quality assurance frameworks, including programme approval, moderation, external examining, and annual monitoring processes.

Together, these frameworks ensure that the IFY maintains appropriate academic standards and prepares students effectively for progression to undergraduate study.

Course Description
The International Foundation Year (IFY) in Film, Media and Communication at BCUIC is a Level 3 preparatory programme designed to equip international students with the creative, analytical, and communication skills required for progression to undergraduate study within Birmingham City University.

The programme introduces students to key areas of film studies, media theory, digital communication, and content creation, alongside the development of visual storytelling, critical analysis, and research skills. Students explore how film and media operate within cultural, social, and global contexts while developing practical skills in media production and communication.

Teaching and learning emphasise creative experimentation, critical engagement, and digital literacy, enabling students to produce and analyse media content across formats. Assessment includes a combination of written work, presentations, and creative projects, reflecting undergraduate expectations.

The programme is delivered in two and three-semester modes, allowing flexibility for students with varying academic and English language entry profiles. Extended routes provide additional time for the development of creative practice, technical skills, and academic confidence.

On successful completion, students are prepared to progress to a range of undergraduate programmes at Birmingham City University, including degrees in Film Production, Media and Communication, Digital Media, Journalism, and related disciplines, subject to meeting progression requirements.

Programme Aims

The International Foundation Year (IFY) in Film, Media and Communication aims to prepare international students for successful progression to undergraduate study within Birmingham City University. The programme aims to:

1. Provide a strong academic and creative foundation that supports transition from diverse educational backgrounds to FHEQ Level 4 study in film, media, and communication disciplines.
2. Develop core subject knowledge and understanding of film language, media systems, and communication practices aligned to undergraduate entry requirements.
3. Equip students with creative, analytical, and storytelling skills, enabling them to produce, interpret, and evaluate media and film content.
4. Enhance academic and English language proficiency, ensuring students achieve a minimum B2 (CEFR) level, equivalent to IELTS 6.0, to support academic study.
5. Foster independent and collaborative creative practice, enabling students to work effectively both individually and in team-based production environments.
6. Support transition to UK higher education, promoting understanding of academic conventions, ethical practice, and academic integrity.
7. Encourage critical engagement with film, media, and society, supporting informed progression into academic and professional pathways within the creative industries.

Delivery Modes (2 and 3 Semesters)

2-Semester Route (Standard)

- Balanced development of creative practice, subject knowledge, and academic skills
- Progressive strengthening of film, media, and communication concepts
- Suitable for students meeting standard entry requirements

3-Semester Route (Extended)

- Designed for students requiring additional academic and language support
- Extended focus on visual storytelling, digital skills, and academic communication
- Supports gradual transition and confidence-building in a UK academic and creative context

PROGRAMME LEARNING OUTCOMES

Intended Learning Outcomes International Foundation Year – Film, Media & Communication (*RQF Level 3 – pre -degree foundation provision)* This programme supports progression to undergraduate study in Film, Media, Journalism, Communication, Creative Writing, English and related creative disciplines at BCU.

On successful completion of the programme, students will be able to demonstrate the following learning outcomes:

A: Knowledge and Understanding:

KU1. Demonstrate a broad understanding of key concepts, practices and contexts within film, media, communication and culture.

KU2. Explain the stages of creative and media production processes, from idea generation and development to realised outcomes.

KU3. Describe the role of digital technologies, ethics and sustainability within contemporary film, media and communication industries.

B: Cognitive and Intellectual Skills

C1. Apply basic analytical and critical approaches to the interpretation of media texts, creative outputs and cultural contexts.

C2. Generate and develop creative ideas in response to structured briefs and communication challenges.

C3. Evaluate creative and media outputs and justify decisions taken during creative and production processes.

C. Practical Skills

P1. Communicate ideas, concepts and creative outcomes effectively using written, oral, visual and digital formats appropriate to academic study.

P2. Apply foundational practical, technical and digital skills to support media production, communication and creative experimentation.

P3. Demonstrate effective independent learning, time management, collaboration and reflective practice to support progression to undergraduate study.

Programme Structure
Stage(s) of Study



Curriculum Structure
Film Communication & Media – 2 Semesters

	Module Code	Module Title	Credits
Semester 1	ILSC L3	Interactive Learning Skills and Communication 1	15
	TEE103	Digital Skill with AI	15
	BUS103	Globalisation	15
Semester 2	ILSC L3	Interactive Learning Skills and Communication 1	15
	HUM101	Mass Communication	30
	ART102	Media Experimentation in Art and Design	30

Film Communication & Media – 3 Semesters

	Module Code	Module Title	Credits
Semester 1	ART100	Creative workshop for Undergraduate Study	30
	TEE103	Digital Skill with AI	15
Semester 2	ILSC L3	Interactive Learning Skills and Communication	15
	BUS103	Globalisation	15
Semester 3	ILSC L3	Interactive Learning Skills and Communication	15
	HUM101	Mass Communication	30
	ART102	Media Experimentation in Art and Design	30

Learning, Teaching and Assessment Strategy

The Learning, Teaching and Assessment Strategy for the International Foundation Year in Film, Media and Communication is designed to support international students in developing the academic, creative and technical skills required for progression to undergraduate study within the creative and media disciplines at Birmingham City University.

The programme is delivered by Birmingham City University International College (BCUIC) using a student-centred-, practice-based- approach. Teaching methods include lectures, seminars, creative workshops, studio-based- learning, project-based- activities and guided independent study, all constructively aligned to the programme learning outcomes and scaffolded to reflect RQF Level 3 pre -degree expectations.

Learning activities introduce foundational media, communication and cultural concepts while emphasising creative processes, experimentation and critical reflection. Practical workshops and project-based- learning enable students to apply concepts through hands-on- creative tasks, while seminars support contextual understanding and analytical development.

The Virtual Learning Environment (VLE) supports access to learning materials, assessments, feedback and independent study resources, encouraging reflective and autonomous learning. Teaching and assessment are designed to prepare students for the academic and creative demands of FHEQ Level 4 undergraduate study.

Student Engagement and Academic Support Strategy

The Student Engagement and Academic Support Strategy aim to promote academic confidence, creative development and smooth transition into UK higher education and creative learning environments.

Students receive a structured induction introducing UK academic practices, creative studio expectations, assessment conventions and available support services. Engagement is supported through small class sizes, regular tutor contact, collaborative project work and peer learning.

Academic support is embedded through targeted development of academic English, critical reading, writing, presentation and digital communication skills. Attendance and engagement are monitored by BCUIC staff to support early identification of students requiring additional academic or pastoral support.

Pastoral support is provided through personal tutoring and access to wellbeing services. Opportunities for cultural participation, creative events, exhibitions and collaborative activities support social integration and confidence.

Assessment Strategy

The Assessment Strategy is designed to be inclusive, transparent and constructively aligned to the programme learning outcomes and teaching activities.

Assessment methods are appropriate to foundation-level study and reflect the creative and practice-based nature of film, media and communication disciplines. Students are assessed through a combination of portfolios, creative projects, presentations, reflective journals, written coursework and examinations, as specified in individual module guides.

Formative assessment is embedded throughout the programme to provide timely feedback, support skill development and encourage reflective practice. Summative assessments are clearly briefed, use published marking criteria and prepare students for undergraduate assessment expectations.

All summative assessments are moderated in accordance with BCUIC academic regulations, with oversight from BCU link tutors and appointed external examiners, ensuring academic standards, consistency and fairness. Assessment practices promote academic integrity, assessment literacy and independent learning in preparation for progression to FHEQ Level 4-degree programmes.

Assessment Principles

The College's assessment strategy is built on the following core principles:

- Constructive alignment with learning outcomes and teaching activities
- Assessment methods and criteria are clearly published and assessable
- Reliable and consistent
- Fair and inclusive
- Fit for purpose and timely
- Feeback is purpose driven and supports learning
- Transparent, efficient and manageable
- Assessment literacy encouraging academic integrity
- Marking and moderation process are consistently applied
- Efficiency of assessment boards
- Systemic enhancement through feedback from stakeholders

Progression and Award Requirements

Each module offered on the programme has a minimum overall pass mark. Please refer to Module Guide (MD). The College's Policy and Regulation (CPR9) explains all our assessment regulations for further details on the assessment regulations and failing to progress. - https://bcuic.bcu.ac.uk/about/policies/

Final and intermediate awards

Students that successfully complete the programme with the minimum 120 credits in a two semester will be eligible to progress to their chosen BCU degree programme as per offer letter and CAS and receive a transcript.

Categories of Performance

A (High Distinction, 70 - 100%) – Distinctive level of knowledge, skill and understanding which demonstrates an authoritative grasp of the concepts and principles and ability to communicate them in relation to the assessment event without plagiarism or collusion. Indications of originality in application of ideas, graphical representations, personal insights reflecting depth and confidence of understanding of issues raised in the assessment event.

B (Distinction, 60 - 69%) – Level of competence demonstrating a coherent grasp of knowledge, skill and understanding of the assessment and ability to communicate them effectively. Displays originality in interpreting concepts and principles. The work uses graphs and tables to illustrate answers where relevant. Ideas and conclusions are expressed clearly. Many aspects of the candidate's application and result can be commended.

C (Merit, 50 - 59%) – Level of competence shows an acceptable knowledge, skill and understanding sufficient to indicate that the candidate is able to make further progress. The

outcome shows satisfactorily understanding and performance of the requirements of the assessment tasks. Demonstrates clear expression of ideas, draws recognisable and relevant conclusions.

D (Pass, 40 - 49%) – Evidence of basic competence to meet requirements of the assessment task and event. Evidence of basic acquaintance with relevant source material. Limited attempt to organise and communicate the response. Some attempt to draw relevant conclusions.

F (Fail 0- 39%) – The candidate's application and result shows that the level of competence being sought has not yet been achieved. The assessed work shows a less than acceptable grasp of knowledge, skill and understanding of the requirements and communication of the assessment event and associated tasks.

Progression Criteria: minimum pass mark of 40% achieved for all modules listed.
NB: See individual Module Guides for details marks classification

Appendix 1- Assessment Map

Modules	Group Presentation	Project/Reflective Journal	Essay/report	Course Work/Quiz/MCQ	Exam
Interactive Learning Skills and Communication			70%		30%
Digital Skill with AI				60%	40%
Mass Communication	50%		50%		
Globalisation			60%	40%	
Creative Workshop		100%			
Media Experimentation in Art and Design		100%			

Appendix 2: Constructive Alignment Matrix (Programme Level – Level 3)

International Foundation Year – Film, Media & Communication

Programme Learning Outcome	Teaching & Learning Activities (TLA)	Assessment Methods (AM)
KU1 Demonstrate a broad understanding of key concepts, practices and contexts	Lectures introducing film, media and communication concepts; seminars exploring cultural and industry contexts; guided reading and discussion	Written coursework; contextual analysis tasks
KU2 Explain the stages of creative and media production processes from idea generation to realised outcomes.	Creative workshops; project based- learning; tutor guided- development sessions	Project portfolios; reflective project documentation
KU3 Describe	Case based- seminars; lectures on media technologies and ethics; guided reflective discussion	Written coursework; reflective journals
C1 Apply basic analytical and critical approaches to the interpretation of media texts and creative outputs.	Seminar based- media analysis; guided critique sessions; comparative analysis activities	Analytical coursework; critical commentaries
C2 Generate and develop creative ideas in	Studio based- workshops; problem based- learning; creative experimentation	Creative project work; portfolios
C3 Evaluate creative and media outputs	Tutor led- critique; peer review; reflective learning activities	Reflective journals; portfolio commentary
P1 Communicate ideas, concepts and creative	Academic writing and presentation workshops; visual communication practice	Written coursework; presentations; portfolios
P2	Media workshops; technical demonstrations; supervised digital practice	Practical coursework; technical submissions
P3 Demonstrate effective independent learning, collaboration and reflective practice appropriate to progression	Guided independent learning; group projects; tutorial support	Reflective portfolios; project documentation

Appendix 3: Mapping of Programme and Module Learning Outcomes
International Foundation Year – Film, Media & Communication (RQF Level 3)
Key P = learning outcome present PP = learning outcome prominently developed and/or assessed
Core Modules (2- and 3-Semester Routes)

Core Modules	**KU1**	**KU2**	**KU3**	**C1**	**C2**	**C3**	**P1**	**P2**	**P3**
Interactive Learning Skills & Communication (ILSC)	P	–	P	P	–	–	PP	PP	PP
Creative Workshop for Undergraduate Study	P	PP	–	P	PP	P	PP	PP	P
Mass Communication	PP	P	PP	PP	P	P	PP	–	P
Globalisation	P	–	PP	P	–	–	P	–	P
Media Experimentation in Art & Design	PP	PP	P	P	PP	PP	P	PP	P

Explanatory Note

This mapping demonstrates how the International Foundation Year in Film, Media & Communication supports the development and assessment of programme learning outcomes across knowledge and understanding, cognitive skills, and practical and transferable skills. Creative and studio-based modules emphasise experimentation, idea development and evaluation, while ILSC underpins academic communication, reflective practice and independent learning, supporting progression to FHEQ Level 4 undergraduate programmes at Birmingham City University.

Appendix 4: Key Skills Map

The table below identifies where key skills are Taught (T), Developed (D) and/or Assessed (A) across the programme.

Skills Area	ILSC	Creative Workshop	Mass Communication	Globalisation	Media Experimentation
Creative knowledge base	TD	TDA	TDA	TD	TDA
Media & cultural awareness	TD	TD	TDA	TDA	TD
Digital competence	TD	TDA	TD	–	TDA
Creative application	–	TDA	TD	–	TDA
Analysis & interpretation	TD	TD	TDA	TD	TDA
Evaluation & critique	TD	TD	TD	–	TDA
Communication skills	TDA	TD	TDA	TD	TD
Research & information skills	TDA	TD	TD	TDA	TD
Reflection	TDA	TD	TD	–	TDA
Teamwork & collaboration	TD	TD	TD	–	TD
Autonomy & independent learning	TDA	TD	TD	TD	TD
Ethical & professional awareness	TD	TD	TD	TDA	TD
Project & time management	TD	TDA	TD	–	TD
Study skills for progression	TDA	TD	TD	TD	TD
Independence & lifelong learning	D	D	D	D	D

Explanatory Note

This skills map illustrates how the Film, Media & Communication International Foundation Year systematically introduces, develops and assesses creative, digital, analytical and professional skills essential for undergraduate readiness. Studio-based and media modules provide the primary context for creative experimentation and production, while ILSC scaffolds academic literacy, autonomy and reflective practice in preparation for FHEQ Level 4 study.

Version Control Table

Version	Date	Author	Approved By	Summary of Changes
1.0	30/06/2025	DASS	Navitas Academic Registry	
2.0	31/03/2026	DASS/CDP	Navitas Academic Registry 13/04/2026	Enhanced structure of the Programme Specification, clarity of LOs, LTA and Engagement strategies