

PROGRAMME SPECIFICATION KEY FACTS

Programme name	BA English with Creative Writing BA English with Creative Writing and Year Abroad BA English with Creative Writing and Professional Placement and Career Development
Award	BA (Hons)
Exit Awards	Diploma
Exit Awards	Certificate
School	School of Creativity and Communications
Department or equivalent	Media, Culture and Creative Industries (MCCI)
UCAS Code	Q3W8
Programme code(s)	USENCW: BA English with Creative Writing USECWS: BA English with Creative Writing and Year Abroad USECWI: BA English with Creative Writing and Professional Placement & Career Development
Type of study	Full-time
Mode of Learning	In-Person
Total UK credits	360 (BA English with Creative Writing, BA English with Creative Writing and Year Abroad); 480 (BA English with Creative Writing and Professional Placement & Career Development)
Total ECTS	180

PROGRAMME SUMMARY

Our distinctive BA English with Creative Writing programme is one of a suite of English degrees designed to equip students with the skills and knowledge they need to flourish in the twenty-first century. It has two partner programmes, BA English and BA English with Publishing. All three programmes integrate the analysis and appreciation of writing in English across time and space, and in a range of different media, with the acquisition of creative and professional skills suited to many different careers.

In particular, BA English with Creative Writing permits students to focus their learning journey on acquiring a range of creative skills suited to many different forms of contemporary writing. To support their employment prospects, students undertake either an industry placement or industry project, and can also choose to take a year abroad or a year's work placement between the second and third years of study. Graduates of the programme recognise English as a living, global and creative subject.

Content

- You will develop a critical understanding of the formal qualities of literary works and their cultural contexts, while engaging critically with theoretical debates and concepts in literary studies.
- You will gain a sophisticated understanding of the global uses and applications of writing in English today.
- You will apply this understanding to your own creative practice, and become familiar with the creative possibilities of a range of literary techniques and forms, including screenwriting, gaming and long-form journalism.
- You will also have the option of acquiring industry knowledge and a range of practical and analytical skills suited to a career in publishing or similar creative industries.

In Programme Stage 1 you will take eight compulsory modules that build the platform for later years of your degree. At the end of the year, you can either remain registered on the BA English with Creative Writing programme or choose to switch to one of two partner programmes, BA English or BA English with Publishing. (For these awards, see separate programme specifications).

Stages 2 and 3 of the BA English with Creative Writing programme require you to choose from a range of literary, creative and industry-focused modules, with emphasis on developing a range of creative techniques and applied skills. You also have the chance to do a four-year programme in which in your third year you will study outside the UK (BA English with Creative Writing and Year Abroad) or work for a year in industry (BA English with Creative Writing and Integrated Professional Training).

Aims

BA English with Creative Writing aims to provide you with:

- systematic critical and theoretical knowledge that will enable you to evaluate and analyse literature and writing in a variety of forms
- an understanding of the transnational contexts in which written English is used and disseminated
- a range of intellectual and practical tools that you will be able to use to inform, develop and improve your creative writing
- creative skills that you can apply in a range of professional contexts.

Registration Period

Minimum period of registration: 3 years

Maximum period of registration: 5 years

WHAT WILL I BE EXPECTED TO ACHIEVE?

Learning Outcomes

On successful completion of this programme, you will be expected to be able to:

Knowledge

- Define, interpret and appraise the diversity of forms and genres of literature in English, and their historical and cultural contexts
- Critically evaluate debates and concepts in contemporary literary and cultural studies
- Recognise and assess the structures, conventions and creative possibilities of a variety of literary forms and techniques of creative writing
- Discuss and deploy a range of creative and critical tools that can be applied to the process of composing creative writing

Skills

- Develop incisive observations and practical understanding from the close analysis of English in a range of literary and creative genres
- Conduct guided independent research to collate, synthesise and present ideas and information in a range of creative and academic formats
- Produce clear, accurate, artistically coherent and technically sophisticated creative writing, which articulates a combination of research and lived experience
- Reflect critically on your own practice of creative writing, and how it informs your personal and professional goals.

Values and attitudes

- Respect and acknowledge the work of others.
- Acknowledge and value diversity of opinion and ideas.
- Value self-motivation, commitment and initiative.
- Demonstrate curiosity, an enquiring attitude and willingness to explore the applications of your learning in professional contexts.
- Develop the capacity to identify and question your own assumptions.

Graduate Attributes

The graduate attributes you can demonstrate on completion of your programme are key to your future employment. It is therefore central to every programme that there will be opportunities in the learning, teaching and assessment activities for you to engage with these on all modules. Further detail of this will be provided for you by your module leader. The graduate attributes are:

- Always learning
- Engaged in the world
- Technical and digital
- Connected Professional
- Creating Impact

This programme suite has been developed in accordance with the QAA Subject Benchmarks for English; Creative Writing; and Communication, Media, Film and Cultural Studies.

WHAT WILL I STUDY?

The following table outlines three stages of study.

You also have the chance to do a four-year programme in which, between Programme Stage 2 and Programme Stage 3, you will study in a university outside the UK. This will entitle you to the degree title of BA English with Creative Writing and Year Abroad. Similarly, you have the option to do a four-year programme in which, between Programme Stage 2 and Programme Stage 3, you work for a year in industry. This will entitle you to the degree title of BA English with Creative Writing and Integrated Professional Training.

Programme Stage 1

- You study eight 15-credit modules, for a total of 120 credits.
- After completing the year, you may choose to remain registered on the BA English with Creative Writing programme, or switch to BA English or BA English with Publishing. (For these awards, see separate programme specifications). This choice affects which combination of modules you must choose in stages 2 and 3, and the title of your final award. *The switch must be completed by the end of the first week of T1 of Stage 2.*

Programme stage 1 modules

Module Title	SITS Code	Module Credits	Core/Compulsory/Elective	Compensation Yes/No	Level
Close Reading	EN1008	15	Core	No	4
Critical Reading	EN1009	15	Compulsory	Yes	4
Controversy and Conflict: Literature until 1660	EN1010	15	Compulsory	Yes	4
Revolution and Reform: Literature after 1660	EN1011	15	Compulsory	Yes	4
Storytelling	EN1005	15	Core	No	4
Working with Words	EN1012	15	Core	No	4
Empire and Its Discontents: Race, Nation and Decolonisation	EN1007	15	Compulsory	Yes	4
Creativity and Social Justice	MC1003	15	Compulsory	Yes	4

Programme Stage 2

- At stage 2, you take eight 15-credit modules, for a total of 120 credits.
- You must take the two core modules (EN2003 and MC2006) and four compulsory-elective modules, for a subtotal of 90 credits. The remaining 30 credits are chosen from elective and compulsory-elective modules.

BA English with Creative Writing stage 2 modules

Module Title	SITS Code	Module Credits	Core/ Compulsory/ Elective	Compensation Yes/No	Level
Creative Writing Workshop	EN2003	15	Core	No	5
Screenwriting	MC2006	15	Core	No	5
Shakespeare as a Creative	EN2011	15	Compulsory-Elective	Yes	5
Writing Women	EN2014	15	Compulsory-Elective	Yes	5
The Poetry of Pop	EN2018	15	Compulsory-Elective	Yes	5
Empire and the City: Literary London	EN2007	15	Compulsory-Elective	Yes	5
Children's and Young Adult Literature	EN2019	15	Compulsory-Elective	Yes	5
Understanding Publishing	EN2016	15	Elective	Yes	5
Publishing as a Business	EN2017	15	Elective	Yes	5
Advertising & Consumer Culture	MC2002	15	Elective	Yes	5
Working and Managing in the Creative Industries	MC2005	15	Elective	Yes	5
Writing for Media and Communications	MC2007	15	Elective	Yes	5
Humanitarian Reporting	JO2206	15	Elective	Yes	5
Sports Reporting	JO2207	15	Elective	Yes	5
Photography	JO2350	15	Elective	Yes	5
Micro-Placements†	C02000	15	Elective	Yes	5

Programme Stage 3

- At stage 3, you either take eight 15-credit modules, or six 15-credit modules and one 30-credit module, for a total of 120 credits.
- At stage 3, you take a) both core modules, b) one “careers-focus” (CF) compulsory-elective module, and c) 60 credits of “English” (ENG) compulsory-elective options. You also then choose one further 15-credit elective or compulsory-elective module.
- The module CO3300 is only available to students who have taken a year's placement and are eligible for the BA English with Creative Writing and Integrated Professional Training programme route.

BA English with Creative Writing stage 3 modules

Module Title	SITS Code	Module Credits	Core/ Compulsory/ Elective	Compensation Yes/No	Level
Narrative Journalism	EN3005	15	Core	No	6
Writing for Gaming	EN3019	15	Core	No	6

Teaching English	EN3007	15	Compulsory-Elective (ENG)	Yes	6
Writing the Global City	EN3008	15	Compulsory-Elective (ENG)	Yes	6
Visual Storytelling	EN3015	15	Compulsory-Elective (ENG)	Yes	6
Genre Fictions	EN3014	15	Compulsory-Elective (ENG)	Yes	6
Literatures of Conflict	EN3012	15	Compulsory-Elective (ENG)	Yes	6
Major Project	EN3001	30	Compulsory-Elective (ENG)	Yes	6
Digital Product Innovation & Publishing	EN3016	15	Elective	Yes	6
How to Make a Book	EN3017	15	Elective	Yes	6
Stardom and Influencer Culture	MC3001	15	Elective	Yes	6
Social Media Marketing	MC3002	15	Elective	Yes	6
Entrepreneurship in the Media and Creative Industries	MC3400	15	Compulsory-Elective (CF)	Yes	6
Micro-Placements	CO3000	15	Compulsory-Elective (CF)	Yes	6
Reporting Conflict	JO3409	15	Elective	Yes	6
Industry Projects	CO3100	15	Compulsory-Elective (CF)	Yes	6

Students who take a year's professional placement between year 2 and 3 will also take the following module. See the 'Placements' section of this specification for further information.

Module Title	SITS Code	Module Credits	Core/Compulsory/Elective	Compensation Yes/No	Level
Professional Placement and Career Development	CO3500	120	Elective	N/A	6

HOW WILL I LEARN?

Your modules will be delivered using a combination of face-to-face lectures, seminars and practical workshops, supported by a personal tutorial system. The lectures will provide commentary and explanation of key content areas. Most modules also offer seminars and workshops to develop your understanding by inviting you to participate in active learning, discussion and reflection. Personal tutors can offer you tailored, one-to-one support with your studies.

Your assessments will include formative assignments, portfolios, patchwork assignments, projects, essays, podcasts and presentations. They require you to engage in contemporary debates in literary and cultural studies, and develop a range of oral, written, analytical, technical and presentational skills suited to a variety of creative and professional contexts. The EN3001 Major Project module, at stage 3, offers you the opportunity to develop a substantial piece of work showcasing your creative and/or critical skills.

Throughout your studies you will be asked to undertake guided independent study to develop your understanding of topics covered in lectures and classes, and to broaden and deepen your overall knowledge of the subject. As part of this self-directed learning, you will be required to read and explore a variety of creative and professional genres and narratives, across many different media: for example, books, films, poetry, podcasts, TV shows, contemporary music and gaming. You will be supported by an online learning platform (Moodle); extensive physical and online study resources, including the university Library; the guidance of lecturers, seminar leaders, and personal tutors; finally, external visits and internal events, including talks from visiting experts.

Professional experience is built into your programme, increasing your prospects of employability by working in industry, responding to an industry brief, or acquiring practical knowledge of particular industry sectors and career pathways. At stage 1, developing employability skills is part of one of your core modules, EN1012 Working with Words. At stage 2, you have the option of taking MC2005 Writing and Managing in the Creative Industries. Finally, at stage 3, you are asked to take at least one of MC3400 Entrepreneurship in the Media and Creative Industries, CO3000 Micro-placements, or CO3100 Industry Projects.

You should expect a minimum of eight contact hours per week at all stages of the degree: there may be some exceptions to this general rule depending on the modules you choose, such as independent project or work placement modules. You can supplement this time by asking your lecturers and personal tutors for additional tailored support, subject to their availability, in office hours.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria

You will be assessed through a mixture of written and oral assignments, including essays, creative assignments, professional, reflective and creative portfolios, patchwork assessments, projects and presentations. These test your capacity to communicate effectively in different formats and styles and to reflect critically on your reading, your knowledge of the subject and its

professional and creative applications, and your ability to interpret and apply critically a range of appropriate concepts. In creative assignments, you will develop a range of creative techniques and acquire skills in providing and receiving peer review. Patchwork and portfolio assessments permit you to experiment with different creative and professional forms of communication, to demonstrate what you have learned and to evaluate how you might apply that learning in your later coursework and career. Individual and group project posters and presentations will assess both creative and professional content and your presentation skills. If you choose to take the Year 3 Major Project module, you will complete it independently under the guidance of a supervisor.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate in order to complete an assessment successfully. Grade-related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment. Assessment criteria and grade-related criteria will be made available to you to support you in completing assessments. They may be provided in programme handbooks or on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment

You will receive written feedback on all summative assignments, and can also ask for extra verbal guidance and advice from seminar and module leaders and your personal tutor. The feedback you receive will enable you to understand your awarded mark and indicate ways in which you can improve your performance in future assignments. Modules also offer the opportunity for formative feedback from your tutor and/or peers.

Feedback will be provided in line with our Assessment and Feedback Policy. You will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at: [Assessment | City, University of London](#)

Assessment Regulations

In order to pass your Programme, you must complete the assessments from the relevant modules successfully and acquire the required number of credits. You also need to pass each Programme Stage of your Programme in order to progress to the following Programme Stage. The weighting for each Programme Stage of your Programme is given in the table below under *What Award Can I Get?*

The Pass mark for each module is 40%.

If you fail an assessment component or a module, the following will apply:

Resit: you will normally be offered one resit attempt. . If you do not satisfy your resit by the date specified you will not progress to the next Programme Stage and the Assessment Board shall require that you withdraw from the Programme.

If you fail to meet the requirements for a particular Programme Stage, but satisfy the requirements for the previous Programme Stage, then a lower qualification may be awarded as per the table below. If you fail to meet the requirements for a particular Programme Stage and are not eligible

for the award of a lower level qualification, the Assessment Board shall require that you withdraw from the Programme.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:

https://www.city.ac.uk/_data/assets/pdf_file/0007/767869/Senate-Regulation-19-Assessment-Regulations-2024-25.pdf

WHAT AWARD CAN I GET?

Bachelor's Degree with Honours:

Following successful completion of Programme Stage 3 or the degree you will have a coherent, systematic and detailed knowledge of the subject. You will be able to develop techniques for practice drawing on research and scholarship demonstrating your role as a reflective practitioner.

Bachelor's Degrees with honours are awarded to students who have demonstrated:

- a systematic understanding of key aspects of English, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of the discipline
- an ability to deploy accurately established techniques of analysis and enquiry within a discipline
- conceptual understanding that enables you:
 - to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of the discipline
 - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline
 - an appreciation of the uncertainty, ambiguity and limits of knowledge
 - the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline).

Typically, holders of the qualification will be able to:

- apply the methods and techniques that you have learned to review, consolidate, extend and apply knowledge and understanding, and to initiate and carry out projects
- critically evaluate arguments, assumptions, abstract concepts and data (which may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution – or identify a range of solutions – to a problem
- communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

You will have the qualities and transferable skills necessary for employment requiring:

- the exercise of initiative and personal responsibility
- decision-making in complex and unpredictable contexts
- the learning ability needed to undertake appropriate further training of a professional or equivalent nature

Programme stage level, credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
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1	4	120	10
2	5	120	30
3	6	120	60

Classification requirements

Class	% required
I	70
II upper division	60
II lower division	50
III	40

BA English with Creative Writing and Year Abroad

Successful completion of the requirements for the Degree and a 'sandwich' year of study, after Stage 2 and before Stage 3, at an approved partner institution will lead you to the award of BA (Hons) with Year Abroad. The Year Abroad does **not** contribute to the final degree classification and thus the Programme stage level, credits and weighting remain the same:

Programme stage level, credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	10
2	5	120	30
3	6	120	60

Classification requirements

Class	% required
I	70
II upper division	60
II lower division	50
III	40

Bachelor's Degree with Honours and Professional Placement & Career Development

Successful completion of the requirements for the Degree plus a 'sandwich' year of working in an approved placement will lead to the award of BA (Hons) with Professional Placement & Career Development.

Programme stage level, credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	9%
2	5	120	27%
3	6	120	10%
3	6	120	54%

Diploma of Higher Education:

When you have successfully completed Programme Stage 2 or the Diploma you will have built on your previous knowledge and experience. You will have developed skills of enquiry in your subject and different approaches to problem-solving. You will also be able to identify the limitations of your knowledge.

You will have demonstrated:

- knowledge and critical understanding of established principles of the study of literature in English
- the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, in an employment context
- knowledge of the main methods of enquiry in English and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study
- an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

Typically, you will be able to:

- use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis
- effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively
- undertake further training, develop existing skills and acquire new competences that will enable you to assume significant responsibility within organisations.

You will have the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.

Programme stage level, credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	30
2	5	120	70

Class requirements

Class	% required
With Distinction	70
With Merit	60
Without classification	40

Certificate of Higher Education:

Following successful completion of Programme Stage 1 or the Certificate in English with Creative Writing, you will be able to discuss underlying concepts and principles associated with English, and interpret these within reference to applied practice.

You will have demonstrated:

- a good general knowledge and understanding of the well-established principles, issues, concepts and theories in English
- the ability to relate underlying concepts and principles to a variety of contexts
- an understanding of the limits of your knowledge.

Typically you will be able to:

- use a limited range of techniques to undertake critical analysis of information
- communicate information using key methodological techniques of the discipline
- have the basic preparation to undertake further training to develop your methodological and subject-specific understanding.

You will have the confidence and transferable skills to prepare yourself for employment requiring the exercise of personal responsibility and decision-making.

Programme stage level, credits and weighting

Programme Stage	HE Level	Credits	Weighting (%)
1	4	120	100%

Class requirements

Class	% required
With Distinction	70
With Merit	60
Without classification	40

EMPLOYABILITY AT CITY

WHAT KIND OF CAREER MIGHT I GO ONTO?

The transferable skills you will gain in your degree are developed to in conjunction with, and in preparation for, current practice in literary professions and beyond. The projects and teaching on both your compulsory and elective modules relate to these professional practices and career pathways:

- Creative writing
- Publishing and literary agencies
- Libraries and archival professions
- Digital media companies and agencies
- Gaming narrative development
- Journalism
- Charities and NGOs
- Teaching and mentoring
- Civil service, and other public and organisations

- Digital content development
- Teaching
- Translation

If you would like more information on the Careers support available at City, please go to: <http://www.city.ac.uk/careers/for-students-and-recent-graduates>.

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

As an Undergraduate student you can undertake a one-year work placement between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years. This is possible through taking the Professional Placement and Career Development module. The resulting degree title awarded would be BA English with Creative Writing and Professional Placement & Career Development. Further information can be found on the module specification.

In identifying relevant placement opportunities you should consider your long-term plans for employment; whether the work placement proposed is relevant to final-year modules; whether it might provide experience on which a project could be based.

Information and support for this programme is provided by the SCC Placements Team (SCC-Placements@city.ac.uk).

- 1) You should discuss your plans with the relevant Department Placement Officer at the earliest opportunity, preferably during the autumn term of your second year.
- 2) The work placement must extend over a minimum of 9 months and a maximum of 12 months (including holidays allowed by the employing body). The Placement should normally run between the 1st September and the 31st August in the following year.
- 3) The placement must be approved by City as providing suitable supervision and training.
- 4) Participant students are required to pay an administrative charge to cover the School's costs associated with the work placement. This will be in the form of a reduced tuition fee for the placement year, which will cover continued enrolment with City and access to all of its facilities.
- 5) Placements are not guaranteed. There is no guarantee of participation on the Placement programme nor any guarantee of a placement with any particular company or organisation. The primary agent for sourcing a placement is the student (with the support of Careers and the School placements team).

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

As an Undergraduate student you can undertake a period of study abroad whilst completing the programme. This is possible through the SCC Exchange Programme, a year of study at one of our European and/or international partner universities via a sandwich year, which is undertaken between completing Programme Stage 2 and entering Programme Stage 3, extending the degree to four years.

The resulting degree title awarded would be BA English with Creative Writing and Year Abroad.

Participation in the SCC Exchange Programme is through an application process. You are encouraged to investigate the opportunities available to you within your Department in your first year at City.

Information and support for this programme is provided by the SCC Exchanges Team (scc-exchanges@city.ac.uk).

Yes - 12 Months

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Information is provided subject to Terms and Conditions for study at City, University of London.