



UK-validated Chinese award
BA (Hons): Film and Media Studies

Programme Specification

2026-2027

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1. INTRODUCTION

This document describes the BA (Hons) Film and Media Studies awarded by Richmond American University London, using the agreement required by the Higher Education Qualification Framework in England, Wales and Northern Ireland (QAA, 2019).

The programme is devised, delivered and assessed by Jiangxi University of Technology, and validated for a UK award by Richmond American University London. The programme is delivered by Jiangxi University of Technology, in China, to its own students. Richmond American University London is responsible for the standard and issuance of UK awards and quality assurance and enhancement of the validated programmes at Jiangxi University of Technology.

The degree is delivered within the framework set by policies and regulations of *National Standards for Teaching Quality of Undergraduate Majors in General Colleges and Universities of China*. Typically, students complete 47 separate courses over the programme which takes 4 years. Normally, each course carries 1-6 Chinese academic credits and the relationship between credit hours and credits of various types of courses are as follows:

Theoretical courses: 16 credit hours = 1 credit

Experimental / Practical courses: 22 credit hours = 1 credit

Practical Learning Arrangements: 1 week= 1 credit

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the FHEQ and the Higher Education Credit Framework for England. Each course has been assigned to an appropriate level on the FHEQ, based on the course's learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year Chinese undergraduate degree are normally at RQF Level 3). Chinese undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 Chinese credit = 2 ECTS credits = 4 UK CATS credits. A Richmond-validated UK award must have a minimum of 360 UK CATS credits at Levels 4-6 on the FHEQ.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.

The accuracy of the information contained in this document is reviewed by the University.

2. OVERVIEW

Programme/award title(s)	BA (Hons) Film and Media Studies
Teaching Institution	Jiangxi University of Technology
Awarding Institution	Richmond American University London
Date of last validation	July 2023
Next revalidation	2028
Credit points for the award	360 UK Credits (FHEQ Level 4 – 6)
Programme start date	September 2025
Underpinning subject benchmark(s)	Subject Benchmark Statement: Communication, Media, Film and Cultural Studies (April 2024) https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4
Professional/statutory recognition	N/A
Language of Study	Chinese
Language of Assessment	Chinese
Duration of the programme for each mode of study (P/T, FT, DL)	FT
Date of production/revision of this specification	May 2026 (See chart at the end of this document for list of revisions)

3. ABOUT THE PROGRAMME

Based on the new trend of the development of film and media industry and the professional demand of the industry for film and media talents, the major innovates the teaching mode and teaching methods, and devotes itself to educating high-quality media talents with who are practical, composite and innovative, so as to continuously improve the training quality of film talents. With the support of the major construction, focus on curriculum construction and practical teaching reform as a breakthrough, JXIT has formed a reasonable structure, outstanding characteristics and obvious advantages of the major of film studies according to the internal rules of the major and profession development. JXIT has strengthened the construction of professional faculty, fully integrated the faculty and educational resources, optimized the allocation of teaching resources, improved the efficiency of school operation and educational teaching level, laid an important foundation for the future development of JXIT as a whole for the training of media application-oriented talents, and made every effort to build an "influential" discipline with professional integration and mutual support. We will try our best to build an "influential" discipline with professional integration and mutual support.

The Film and Media Studies major has a complete set of hardware facilities, including a comprehensive Media Training Center, a Multimedia Studio, Camera Lab, Virtual Studio, Post-production Room and Special Effects Room, and other specialized laboratories. JXIT has also carried out quite influential campus activities, and students of JXIT are widely involved in various institutions and clubs for propaganda and video content production in the university, and some of them go out of campus to actively participate in social practice internships and become the driving force of local video content production and production, combining the current trend of media, fully exploiting the professional fit and demand between film studies and social development, and consciously use the concept of information communication in the context of the Internet to strengthen the cultivation of students' hardware and software strength, and encourage students to strengthen their vocational skills, front-line technical practice and the efficient enhancement of comprehensive practical technical skills.

4. MISSION

The major insists on Outcome Based Education (OBE) results orientation and takes film as the core element, so that students have high cultural literacy and ability in film art appreciation, theoretical foundation in television art and new media thinking, and are familiar with the characteristics of traditional television, film media and online media. Students will also be able to apply their professional knowledge in directing, scriptwriting, video scheduling, editing, sound, special effects and other practical activities, and will be highly qualified applied talents with a certain degree of innovation and critical thinking, and will be competitive in the field of film art and new media.

5. PROGRAMME STRUCTURE

In order to meet the requirements of the UK award, students must:

- satisfactorily complete ALL required courses listed below at each FHEQ level;

- satisfactorily complete the minimum number of optional courses listed below, at each FHEQ Level;
- earn a minimum of 120 UK credits at each of the levels 4-6 (360 UK credits total) *, and;
- achieve a minimum UKGPA of 1.850.

Please note, some programmes require a higher minimum UK credit threshold at each FHEQ level, please refer to the structure below for the programme.

For more information about Richmond's UKGPA calculations and UK Degree Classification boundaries, please refer to JXIT's dedicated UK-award policy pages.

The normal number of courses in each academic year is determined according to the actual schedule of courses in each academic year. In the first year, 10 courses are arranged for 31 credits (124 UK credits). In the second year, 12 courses are arranged for 30 credits (120 UK credits). In the third year, 13 courses are arranged for 30 credits (120 UK credits). In the fourth year, there are 9 courses with a total of 30 credits (120 UK credits).

RQF Level 3			
Course Code	Course Title	CREDITS (China)	CREDITS (UK)
106020101076	College English (1)	4	16
104010101372	Career planning	1	4
102030101301	University Computer Foundation	2	8
1100103013665	Foundation of Sociology	4	16
1100103013664	Film and Media Literature Theories	4	16
6100102011005	Art History I	2	8
1100103013823	Foundations of Mass Media & Communications	4	16
110010201205	Audio-Visual language	4	16
6100102011007	Art History II	2	8
110010201216	Introduction to Communications	4	16
110010304123X	Chinese Film History	2	8
RQF Level 3 Credit Totals		33	132

FHEQ Level 4			
Course Code	Course Title	CREDITS (China)	CREDITS (UK)
106020101074	College English (2)	4	16
110010101217	Practical writing	2	8
100102013824	Programme Planning	4	16
110010102769	Analysis of Chinese and Foreign Film and Television Works A1	1	4
6100102011008	Films and Television Seminar I	4	16
1100303013826	Video Shooting	2	8
110040401982	Professional Cognitive Training	2	8
110010102765	Analysis of Chinese and Foreign Film and Television Works A2	1	4
110030301088	Nonlinear Editing	2	8
110030301086	Photography	2	8
110030301085	Digital Image Technology and Application	4	16
1100303013828	Programme Production	2	8
1100404017432	Photography Training	1	4
FHEQ Level 4 Credit Totals		31	124

FHEQ Level 5			
Course Code	Course Title	CREDITS (China)	CREDITS (UK)
106020101072	College English (3)	4	16
106020101070	College English (4)	4	16
113010101035	Innovation education	2	8
110010301174	Documentary Production	4	16

6100303011009	Films and Television Seminar II	2	8
1100103013827	Journalism and Broadcasting Seminar	2	8
110010304103	Aesthetics in Film	2	8
110010304107	Micro-film Production/Creation	2	8
110010304119	Drama Production/Creation	2	8
110040401038	Professional Skills Practice	1	4
110040401983	Field Operation Professional Skills Practice	2	8
1100303016646	Film and Television Special Effects	2	8
1100107046564	Digital Short Film Creation	2	8
FHEQ Level 5 Credit Totals		31	124

FHEQ LEVEL 6			
Course Code	Course Title	CREDITS (China)	CREDITS (UK)
104010101375	Entrepreneurship Education	1	4
104010101374	Employment Guidance	1	4
1100103013825	Media and Ads Seminar	4	16
1100103013829	Programme Directing	4	16
110030303064	Studio Operation Practice	4	16
119040401009P2	Specialized Practice	4	16
119040401010P3	Undergraduate Practice	2	8
119040401011P3	Undergraduate Dissertation (Design)	8	32
1100303017433	Advertisement Production/Creation	2	8
FHEQ Level 6 Credit Totals		30	120

Blue = Gen Ed / Common Foundation courses

Black = Major compulsory courses

Green = Major elective courses

6. PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

Knowledge and Understanding (A)

A1: Be familiar with professional norms and industry norms in the field of film and media studies.

A2: Have a broad and in-depth understanding of film theory and the practical ability of film making.

A3: Gain a systematic understanding of the main theories, methods, modes and approaches that may be used in the field of film and media studies.

A4: Demonstrates a detailed understanding of and practical ability in the application of filmmaking and media studies to careers in the filmmaking and media industry.

Cognitive Skills (B)

B1: Be able to draw established ideas, concepts and technologies from learning and research, and use the existing knowledge to solve the problems encountered in film making.

B2: Be familiar with the film creation process, able to conceptualize, create, and reflect upon complete scripts for film and television productions.

B3: Demonstrates a detailed ability to select and apply appropriate camera, lighting and audio equipment related to the field of film making industry.

B4: Demonstrates a systematic ability to critically reflect and evaluate learning in different contexts and situations within the field of film making and media.

Practical and/or professional skills (C)

C1: Demonstrates a broad responsibility towards the organization of writing, conceptualizing, and copywriting scripts for film and television productions.

C2: Demonstrates a detailed ability to complete the cinematography and camera work of the film as well as the scheduling and directing work of the on-site shooting.

C3: Demonstrates a systematic ability to work as a team player and professional with the capacity to play an individual role in team activities and achieve team goals.

Key Skills (D)

D1: Use film theory broadly to analyze and comment in depth on artworks and film phenomena.

D2: Demonstrate a detailed appreciation of the artistic characteristics and creative process of film making, and the ability to arrange film works and create them through artistic thinking.

D3: Master the operation of various types of cameras, lighting and audio equipment, proficiency in operating professional editing systems, and the ability to shoot, edit and synthesize film works.

D4: Demonstrates a systematically professional ability to produce innovative works both independently and with peers.

7. TEACHING, LEARNING, AND ASSESSMENT

Teaching Strategy

The teaching strategy adopted in the BA (Hons) Film and Media Studies degree is based on the understanding that all students will be regarded as active learners. Obviously, the exact approach will vary from course to course, depending on the learning outcomes relevant to each class.

The general components of our teaching strategies usually involve a variety of approaches, including providing many of the following:

- Regular use of formal lecture courses in all courses.
- Workshops and seminars are held from time to time in some courses.
- Use individual and/or team-based projects regularly in all courses.
- Use self-directed and guided reading regularly in all courses.
- Use audio-visual and library resources in some courses.

The combination of the above teaching methods develops our students' knowledge, thinking ability and practical ability.

Their knowledge is acquired through

- Specialized lectures.
- Instruction in reading and using the Internet.
- Independent research.

Their cognitive skills are developed through

- Conduct research.
- Give presentations and review student work.

Their practical skills are gained through

- Apply theory to practice.
- Use professional knowledge they learned to make films.
- Negotiate through team projects.

Their key skills are gained through

- Master Nonlinear editing software and complete film-making cases.
- Adopt and use appropriate language skills.

Assessment Strategy

In general, our assessment strategies are in accordance with *Regulations on Examination Management of Jiangxi University of Technology* and *Measures for Evaluation and Recording of Score of General Performance at JXIT*.

Further details may be found at:

<https://zhysxw.jxut.edu.cn/info/1143/1154.htm>

<https://zhysxw.jxut.edu.cn/info/1145/1158.htm>

Grade (Comprehensive score) (Centesimal) = score of general performance (100 points*X) + score of final exams (100 points*Y). “X” refers to the proportion of the score of general performance in the comprehensive score and “Y” refers to the proportion of the score of final exams in the comprehensive score (X+Y=100%).

In general, the proportion of the score of general performance within the comprehensive score should not exceed 30%. For highly practice or skills driven courses, the proportion of the score of general performance shall not exceed 50%. Score of general performance is composed of scores of performances in class and scores of assigned works. Scores of performances in class include score of classroom disciplines, score of class attendance and score of answering questions in class. Scores of assigned works include scores of quizzes, written assignment, case study, attainment logs from experiment, presentation on skills and assessed work, 2 or 5 of which are assessed by teachers based on course features.

Students obtain their final examination scores by participating in final exams. According to course specification, assessment forms of final exam can be divided into “final exam” and “performance evaluation”. Final exams are arranged in the last two weeks of each semester and are arranged by Academic Affairs Office, who would issue final exam handbooks for students and for invigilators. In general, a final exam lasts for 120 minutes. Most of the final exams are conducted in a “closed-book” way. While, for courses the focus is on general skills/knowledge or innovative abilities, final exams can be conducted in an “open-book” way. Performance evaluation is conducted in the last class, lasting for 90 minutes.

For students with SENDs, please refer to the syllabus for more information about SEND concessions.

8. ENTRY REQUIREMENTS

Admissions

Students are required to take part in the NCEE (Gaokao) organized by the Ministry of Education and apply for the programme. JXIT recruits students nationwide. Students majoring in BA (Hons) Film and Media Studies also need to take an additional examination of art major, and the enrollment is based on the admission score line of local art major.

9. EXIT AWARD REQUIREMENTS

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student competes part, but not all, of the requirements of the programme for which they are registered. Students may not enter the university registered for an exit award.

Certificate of Higher Education in Film and Media Studies (UK)

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

The requirements for the UK CertHE are outlined in the section of Table 1 pertaining to FHEQ Level 4 requirements.

Diploma of Higher Education in Film and Media Studies (UK)

The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

120 credits at FHEQ Level 5

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements.

10. STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of work-streams and services which positively impact learning as well as the total student life experience.

There are 15 teaching buildings and 34 dormitory buildings in the University, with about 9,000 dormitories. There are 328 classrooms of various types with a total seating capacity of 33,194, and a total of 230 experimental and practical training rooms. Students can study in the teaching area, listen to lectures, perform experimental (training) classes and carry out academic exchanges and cultural and recreational activities. There are 44 outdoor sports grounds and 22 sports support facilities on campus, with a total area of 113,000 square meters. There is also one large sports ground and a gymnasium building. There is also a modernized library with a total area of 33,000 square meters. The library provides a total of 3,200 self-study seats for students. In addition to normal working days, it is also open to students during non-working hours. The opening hours of the library are from 8:00 a.m. to 22:30 p.m. from Monday to Sunday.

The University has set up a Student Affairs Office which is responsible for daily management and service of students. The University arranges a counselor for each class. The University has also set up a Student Financial Aid Management Center which deals with student loans and scholarships, in order to ensure that students enjoy equal access to education. The mental health education center disseminates mental health knowledge to students, provides psychological counseling and offers physical and mental health education courses. Related web links will be provided in the future.

The University makes a variety of special provisions in exams and assessment for students with a diagnosed learning disability. This might include a physical or sensory impairment, a medical or psychiatric condition or a specific learning difficulty such as dyslexia and may require additional support or adaptations to our facilities.

If you are a student with a documented specific learning difficulty, mental health condition or physical disability you need to provide the Student Affairs Office with the appropriate documentation concerning your additional needs at the point of admission to the University, or as soon as possible after enrolment.

The university will make sure that students with mobility impairments have the required access they need to classroom space, residential areas and study space.

The student and their inspectors are informed of the provisions after they are approved, and reminders are sent to students and invigilators shortly before the examinations.

11. PLACEMENT

The University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised under the University's Internship Leadership Office and Teaching Affairs Office and executed by each secondary school respectively.

These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. There are two modes of internships: designated internship in companies with partnership of the University and individual internship in workplaces found by students themselves.

Further details may be found in *Internship Notice* at:

<https://zhysxw.jxut.edu.cn/info/1161/1190.htm>

Admissions and Employment Office of JXIT provides employment guidance services for students, organizes large-scale enterprise recruitment fairs regularly every year and offers courses like Career Planning and Employment Guidance. Secondary schools organize relevant job fairs for students before graduation, providing them with information consultation, resume development and other services.

12. STUDY ABROAD

Study Abroad for this programme is not available at this moment, but we will timely monitor and listen to students' requirements and set up relevant projects or opportunities in the future when necessary.

13. REGULATORY FRAMEWORK

The BA (Hons) Film and Media Studies is operated under the policy and regulatory of *National Standards for Teaching Quality of Undergraduate Majors in General Colleges and Universities*. Further details may be found at: <https://jwc.jxut.edu.cn/info/1745/8628.htm> (No English translation available).

The BA (Hons) Film & Media Studies is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2018). The Revised UK Quality Code for Higher Education. (www.qaa.ac.uk)
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).

Ensuring and Enhancing the Quality of the Programme

The University has several methods for evaluating and improving the quality and standards of its provision. These include

- External Examiners
- Internal Moderation
- Teaching Material Review Conducted by Teaching Supervision Office
- Classroom Observations and Peer-to-peer Evaluations
- Student Feedback and Student Evaluation
- Student Forum
- Course Evaluations
- Student Feedback Staff
- New Teachers Training
- President Reception Days
- Feedback from employers
- Assessments of Ministry of Education (every 5 years)

APPENDIX 1 Curriculum Map

		Knowledge and Understanding				Cognitive Skills				Prof Skills			Key Skills			
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	D1	D2	D3	D4
FHEQ 4																
106020101074	College English (2)				x											
110010101217	Practical writing				x											
100102013824	Programme Planning	x	x	x	x		x			x				x		
110010102769	Analysis of Chinese and Foreign Film and Television Works A1					x	x		x	x						
6100102011008	Films and Television Seminar I					x	x	x	x	x	x	x	x	x		
1100303013826	Video Shooting	x				x	x									
110040401982	Professional Cognitive Training									x	x	x			x	
110010102765	Analysis of Chinese and Foreign Film and Television Works A2					x	x		x	x						
110030301088	Nonlinear Editing	x	x	x	x					x		x	x	x		x
110030301086	Photography					x		x	x		x	x			x	
110030301085	Digital Image Technology and Application					x	x	x	x		x				x	
1100303013828	Programme Production					x	x	x	x	x	x	x				
1100404017432	Photography Training									x	x	x			x	
FHEQ 5																

106020101072	College English (3)				x												
106020101070	College English (4)				x												
113010101035	Innovation education				x				x								
110010301174	Documentary Production					x	x	x		x	x	x				x	x
6100303011009	Films and Television Seminar II					x	x	x	x	x	x	x	x	x			
1100103013827	Journalism and Broadcasting Seminar	x	x			x				x							
110010304103	Aesthetics in Film	x				x	x										
110010304107	Micro-film Production/Creation					x	x	x	x	x	x	x				x	x
110010304119	Drama Production/Creation					x		x	x		x	x					
110040401038	Professional Skills Practice									x	x	x				x	
110040401983	Field Operation Professional Skills Practice									x	x	x				x	
1100303016646	Film and Television Special Effects			x	x	x		x			x					x	x
1100107046564	Digital Short Film Creation		x		x	x	x	x		x	x				x	x	x
FHEQ6																	
104010101375	Entrepreneurship Education	x			x				x			x					
104010101374	Employment Guidance	x			x				x			x					
1100103013825	Media and Ads Seminar					x	x	x	x	x	x	x	x	x			
1100103013829	Programme Directing					x	x	x	x	x	x	x					

110030303064	Studio Operation Practice	x				x	x										
110030304054	Advertisement Production/Creation					x	x	x	x	x	x	x				x	x
119040401009	Specialized Practice	x				x	x										
119040401010	Undergraduate Practice									x	x	x	x	x	x		
119040401011	Undergraduate Dissertation (Design)	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Programme Specification Publication Dates

Document publication date	
July 2023	Programme validation
November 2024	Reviewed and updated for academic year 2023-24
July 2024	Reviewed and updated for academic year 2024-25
June 2025	Reviewed and updated for academic year 2025-26 Updated link to subject benchmark
March 2026	Reviewed and updated for technical corrections
May 2026	Reviewed and updated for 2026 Curriculum Changes