



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Entrepreneurship in the Creative Economy		
Module Code	UALB3S-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Overview:</b> The module develops advanced awareness of the skills of operating as a small business, of selling services, and evaluating the viability of new enterprise proposals.</p> <p><b>Educational Aims:</b> This module aims to equip postgraduate students with the knowledge and skills to launch start-up businesses in the creative economy.</p> <p><b>Outline Syllabus:</b> The module introduces a range of skills for creative industry professionals in launching a start-up micro-business, including: financial management; business planning for small-scale operators; branding &amp; promotion; Team building and HR; working as a freelancer/with freelancers.</p> <p><b>Teaching and Learning Methods:</b> Seminars introduce students to the conceptual and analytical issues of small business management.</p> <p>Workshops demonstrate and develop key skills required in the opening and running of a start-up business.</p>

## STUDENT AND ACADEMIC SERVICES

<b>Part 3: Assessment</b>			
Formative assessment will be through group seminar analysis of business concepts. Summative assessment requires a Report that focusses on a single creative industries business case, allowing students to demonstrate their analytic and entrepreneurial skills.			
<b>First Sit Components</b>	<b>Final Assessment</b>	<b>Element weighting</b>	<b>Description</b>
Report - Component A	✓	100 %	Students are required to write a formal report on a creative industries business idea, assessing a range of issues including Intellectual Property, financial strategy, marketing, sustainability and employment (3000-3500 words).
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## STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>apply their understanding of key business considerations to the fields of: marketing; strategic business modelling; business law; human resource management; and finance for non-financial managers.</td> <td>MO1</td> </tr> <tr> <td>critically examine the factors that contribute to successful business ventures through entrepreneurial practice.</td> <td>MO2</td> </tr> <tr> <td>analyse risks to viable commercial ventures within contemporary business contexts.</td> <td>MO3</td> </tr> <tr> <td>complete and critically evaluate a formal report on a project/business case.</td> <td>MO4</td> </tr> <tr> <td>articulate in writing the ethical implications and sustainability of practice of business decisions taken.</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	apply their understanding of key business considerations to the fields of: marketing; strategic business modelling; business law; human resource management; and finance for non-financial managers.	MO1	critically examine the factors that contribute to successful business ventures through entrepreneurial practice.	MO2	analyse risks to viable commercial ventures within contemporary business contexts.	MO3	complete and critically evaluate a formal report on a project/business case.	MO4	articulate in writing the ethical implications and sustainability of practice of business decisions taken.	MO5				
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p><a href="http://readinglists.uwe.ac.uk/lists/B362850D-0F26-47D5-60A6-ED37BC3B8211.html">http://readinglists.uwe.ac.uk/lists/B362850D-0F26-47D5-60A6-ED37BC3B8211.html</a></p>																

<b>Part 5: Contributes Towards</b>	
<p>This module contributes towards the following programmes of study:</p> <p>Screen Business [Sep][FT][Bower][1yr] MA 2020-21</p> <p>Screen Production (Screenwriting) [FT][Bower Ashton][1yr] MA 2020-21</p> <p>Screen Production (Documentary) [Sep][FT][Bower][1yr] MA 2020-21</p>	