



Module Specification

Entrepreneurship in the Creative Economy

Version: 2022-23, v2.0, 15 Dec 2022

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Part 1: Information

Module title: Entrepreneurship in the Creative Economy

Module code: UALB3S-15-M

Level: Level 7

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: This module aims to equip postgraduate students with the knowledge and skills to launch start-up businesses in the creative economy.

Outline syllabus: 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 & promotion; Team building and HR; working as a freelancer/with freelancers.

Part 3: Teaching and learning methods

Teaching and learning methods: Seminars introduce students to the conceptual and analytical issues of small business management.

Workshops demonstrate and develop key skills required in the opening and running of a start-up business.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 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.

MO2 critically examine the factors that contribute to successful business ventures through entrepreneurial practice.

MO3 analyse risks to viable commercial ventures within contemporary business contexts.

MO4 complete and critically evaluate a formal report on a project/business case.

MO5 articulate in writing the ethical implications and sustainability of practice of business decisions taken.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<http://readinglists.uwe.ac.uk/lists/B362850D-0F26-47D5-60A6-ED37BC3B8211.html>

Part 4: Assessment

Assessment strategy: Formative assessment will be through group seminar analysis of business concepts.

Summative assessment includes a negotiated project relevant to practice: case study, report, or equivalent audio/visual response focussing on a creative industries business case, allowing students to demonstrate analytic and entrepreneurial skills. Students will respond to a creative industries business idea, assessing a range of issues including intellectual property, financial strategy, marketing, sustainability and employment.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio: Negotiated project relevant to practice: case study, report, or equivalent audio/visual response.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component A (Resit)

Description: Portfolio: Negotiated project relevant to practice: case study, report, or equivalent audio/visual response.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Film and Television Industries [Bower] MA 2022-23

Screen Production (Documentary) [Bower] MA 2022-23

Screen Production (Screenwriting) [Bower] MA 2022-23