



MODULE SPECIFICATION

Part 1: Information			
Module Title	Creative Ecologies, Enterprise and Innovation		
Module Code	UPCGX7-30-M	Level	Level 7
For implementation from	2021-22		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Cultural Studies
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		

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Part 2: Description

Overview: This critical and reflective module supports learners in understanding the contemporary policy and funding landscapes, and the politics and histories that underpin them.

The module introduces the idea of analysing creative activity as a product of diverse ecologies of people, places, institutions, companies, and activities.

This approach will provide learners with a understanding of wider institutional and economic context of cross disciplinary cultural enterprise and innovation, funding and investment, network analysis, and the roles creative and cultural production may have in placemaking, community, development and sustainability.

Learners will explore principles of enterprise and entrepreneurship, developing and apply enterprising behaviours.

Features: Alignment with ILM Level 5 Qualification

Educational Aims: The module aims to support learners through research and application in developing reflexive and practical approaches to critically aware leadership in creative innovation and cultural value networks.

Outline Syllabus: > Approaches to the wider institutional, political, and economic context of cross- disciplinary cultural innovation, and its role in placemaking, community, development and sustainability.

> Examples of the strategic role of innovative enterprise leadership in generating diverse creative economy ecosystems

> Introduction to business basics including resource management, business modelling, marketing/comms, and finance for non-financial managers.

> Developing enterprising and entrepreneurial capacities

> Applying critical insight into the approaches to creativity and innovation, and their relevance for policy, entrepreneurship, leadership and high performing teams.

The module introduces:

Creative ecosystem theory

Business model canvas

Project leadership and management

Financial leadership and decision-making

Communicating change and innovation

Teaching and Learning Methods: Module will include a variety of teaching and learning methods including lectures, seminars, group work, case studies, online materials and self-directed study.

Academic skills support, including subject-specific and generic workshops and online resources, is available from the Library.

Part 3: Assessment

This module portfolio will be assessment in three parts:

1/ Presentation/petcha kutcha (up to 15 minutes)

2/ Creating a business model canvas diagram

3/ Written outcome, such as business case/plan/report (2000 words or equivalent).

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Formative assessment will be carried out throughout the module by setting regular challenges for learners that will assess their grasp of the material covered.

Challenges will be reviewed as part of the sessions, and addressed through consideration of the needs identified in the learner's personal development plan and agreed via a learning contract.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	<p>The type of assessment will be determined through consideration of the need identified in the learner's personal development plan and agreed via a learning contract.</p> <p>Mixed methods, may include: Presentation/petcha kutcha Business model canvas Business case/plan/report (or equivalent)</p>

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Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Gain a critical appreciation of how to integrate multiple factors that influence complex decision-making	MO1
	Comprehend the ethical implications, sustainability, equality, diversity and inclusivity of practice in leadership and complex decision making	MO2
	Apply and evidence effective independent learning and research skills.	MO3
	Demonstrate effective enterprise behaviours, attributes and competencies in pursuit of personal development, leadership practice and professional goals	MO4
	Demonstrate an understanding for the wider institutional, political and economic context	MO5
	Communicate with clarity – verbal, visual, written - complex ideas and findings to diverse professional audiences	MO6
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	236
	Total Independent Study Hours:	236
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	64
	Total Scheduled Learning and Teaching Hours:	64
	Hours to be allocated	300
	Allocated Hours	300
Reading List	<i>The reading list for this module can be accessed via the following link:</i>	
	https://rl.talis.com/3/uwe/lists/D189CA0D-738E-834B-113D-5E821AFD839E.html?lang=en-US&login=1	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Creative and Cultural Leadership [Jan][FT][Arnolfini][1yr] MA 2021-22