Module Specification

Creative Ecologies, Enterprise and Innovation

Version: 2023-24, v2.0, 09 Jan 2023

Contents

Part 1: Information

Module title: Creative Ecologies, Enterprise and Innovation

Module code: UPCGX7-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

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 though 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

Part 3: Teaching and learning methods

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.

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

MO1 Gain a critical appreciation of how to integrate multiple factors that influence complex decision-making

MO2 Comprehend the ethical implications, sustainability, equality, diversity and inclusivity of practice in leadership and complex decision making

MO3 Apply and evidence effective independent learning and research skills.

MO4 Demonstrate effective enterprise behaviours, attributes and competencies in pursuit of personal development, leadership practice and professional goals

MO5 Demonstrate an understanding for the wider institutional, political and economic context

MO6 Communicate with clarity – verbal, visual, written - complex ideas and findings to diverse professional audiences

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 236 hours

Face-to-face learning = 64 hours

Total = 300

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

https://rl.talis.com/3/uwe/lists/D189CA0D-738E-834B-113D-5E821AFD839E.html?lang=en-US&login=1

Part 4: Assessment

Assessment strategy: 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).

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.

Assessment components:

Portfolio (First Sit)
Description: 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.

Mixed methods, may include:
Presentation/petcha kutcha
Business model canvas
Business case/plan/report (or equivalent)
Weighting: 100 %
Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio (Resit)

Description: 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.

Mixed methods, may include:

Presentation/petcha kutcha

Business model canvas

Business case/plan/report (or equivalent)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Creative and Cultural Leadership [Arnolfini] Not Running MA 2023-24