



<b>Unit Title</b>	Creative Enterprise
<b>FHEQ Level</b>	Level 5
<b>Unit Code</b>	EABD182
<b>Credit Value</b>	15 credits
<b>Unit Type</b>	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent Study	50
Supervised access to resources	0	Preparation for Assessment	10
		Unsupervised Access to Resources	52.5
<b>Total</b>			<b>150</b>

### Unit Description

The creative industries are evolving faster than at any other point in history. Rapid developments in communication technologies have created unprecedented opportunities for enterprising young creatives. This unit examines how you might use your insight into contemporary creativity and communication to carve out a place in the market and launch a product or service. You will learn how to transform your passion into a business, define a proposition and pitch it in an engaging way. You will also explore how to plan, fund and launch a business and examine how to take advantage of digital services and online tools to develop a strategic business plan. We will introduce how to approach crowdfunding, how to use social media to raise awareness and establish the support networks that will help your business survive.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

### Unit Indicative Content

- Workshops to develop pitching and presentation skills.
- Lectures & seminars in business planning and proposition creation.
- Guidance to utilise industry standard research models.
- Workshops and practical exercises to support business development.

- Workshops and practical exercises to support concept film creation and funding strategy
- Workshops and practical exercises to develop marketing and promotional strategies.

### Unit Aims

- To understand how to effectively communicate ideas and deliver a pitch.
- To understand how to produce a business plan within recognized guidelines.
- To produce a crowdfunding strategy.
- To understand basic marketing principles and how to build new business networks.
- Plan and produce a concept video.

### Unit Learning Outcomes

#### LO 5 Presentation /Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

**Related Principle: ADVOCATE**

#### LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

**Related Principle: ORIGINATE**

#### LO 7 Employability

Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

**Related Principle: CULTIVATE**

#### LO 8 Professional Identity

Investigate specific professional contexts to situate your own practice

**Related Principle: CULTIVATE**

### Learning and Teaching Methods

In Level 05, directed learning is facilitated alongside increasingly self-directed activity. Directed activity includes workshop tasks, lectures and problem solving exercises in the studio. Critique, group discussion and tutorial provide opportunities for directed analysis, examination, exploration and evaluation. Students are expected to challenge established ideas through semi directed experimentation and informed speculation. They will develop an independent viewpoint through the synthesis of independent discovery and guidance provided by staff. Students will receive feedback on their work during critiques, tutorials

and group discussion. Peer review and feedback continue to be a valuable tool in our assessment strategy and team-working will facilitate additional opportunities for this to happen. Formal feedback against learning outcomes and assessment is provided at the midpoint of the unit, alongside formative guidance. At the end of the unit summative assessment will take place in response to the submission of specified assessment evidence.

### Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
<ul style="list-style-type: none"> <li>Analysis of marketing strategy &amp; business planning (500-1000 words)</li> </ul>	100% (all work marked holistically) <b>(pass/fail)</b>
<ul style="list-style-type: none"> <li>Business pitch or concept film.</li> </ul>	

### Indicative Assessment Criteria

*Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.*

- Effectively communicate ideas and deliver a pitch. **(LO5)**
- Demonstrate an understanding of how to produce a business plan within recognized guidelines. **( LO7)**
- Deliver an effective crowdfunding strategy. **(LO6, LO8)**
- Evidence an understand of basic marketing principles and how to build new business networks. **( LO7)**
- Production of an appropriate concept video. **(LO5, LO8)**

### Essential Reading List

- Bragg, Mary and Andrew Bragg, (2005) Developing New Business Ideas: A Step-by-step Guide to Creating New Business Ideas Worth Backing, London: Financial Times Series/Prentice Hall
- Forsyth, P. (2003) Successful time management, London: Kogan Page.
- Mumaw Stefan (2006) Caffeine for the Creative Mind: 250 Exercises to Wake up the Brain. How Design Books.
- Sherwin David, (2010) Creative Workshop: 80 Challenges to sharpen your design skills. How Design Books.
- Sorrell John (2009) Creative Island II. Laurence King