

# TH919-20 Cultural Entrepreneurship

**20/21**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Taught Postgraduate Level

**Credit value**

20

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The module is based on a broad understanding of entrepreneurship as a practice informed by attitudes, skills and behaviours necessary to cope with uncertainty and complexity. It is designed to introduce the methods and skills required to develop an idea into a viable creative enterprise and guide you through a process of critical self-reflection in your development as a cultural entrepreneur. You will compare your personal motives, values and ideas with the myths and realities of running an enterprise. You will also have the opportunity to apply some of the techniques and concepts covered elsewhere in your MA studies (e.g. marketing, intellectual property, communication and management strategy) in practice.

### Module aims

To introduce students to methods of financial management and financial planning for a small creative enterprise

To prepare students for the challenges of setting up and managing an independent creative enterprise in the commercial cultural sector

To develop entrepreneurial skills through case studies and group work

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The first part of the module: Defining Cultural Entrepreneurship aims to establish an understanding

of cultural entrepreneurship and the cultural entrepreneur in terms of practice and the individual in the context of both the enterprise and the wider culture. Part Two: Cultural Entrepreneurship: From Idea to Implementation focuses on developing the skills and knowledge necessary to start up and manage a new creative enterprise, through practical exercises and the development of both collective and individual ideas. At the end of the module you will have the opportunity to pitch your individual enterprise concept to a panel of investors and business experts whose advice and feedback will guide you should you wish to develop it further in the future.

## **Learning outcomes**

By the end of the module, students should be able to:

- Demonstrate an understanding of key terms and principles in financial management and planning.
- Understand the principles of setting up an enterprise.
- Understand the assumptions and principles behind investment in the creative industries for different types of investor and different types of enterprise.
- Make a convincing case for investment in a creative enterprise, using appropriate evidence, arguments and language.
- Reason critically and debate interpretations.
- Present an argument or case convincingly to a group of people.
- Communicate what you have learnt, both orally and in writing.
- Work collaboratively with others in seminar presentations.
- Solve problems, arising from seminar presentations and written assignments.

## **Subject specific skills**

The module is based around a series of tasks to assist you in the development and evaluation of an existing or new viable service or product. One of tasks will involve taking ownership of a virtual business and making strategic decisions as a member of a management team during a two day business simulation. You will also be expected to research and develop your individual enterprise idea / plan as the module progresses and to familiarise yourself with the appropriate literature, language and techniques.

## **Transferable skills**

Keeping a journal or blog so that you can explore and document your ideas as they develop will be a useful personal development tool and will help you in preparation for your enterprise presentation.

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## **Study**

## **Study time**

Type	Required
Seminars	10 sessions of 3 hours (100%)
Tutorials	(0%)
Total	30 hours

## Private study description

desk-based research

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A2

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Pitch Presentation	20%		Yes (extension)
Reassessment component is the same			
Assessment component			
4000 word Group Business Plan	80%		Yes (extension)
Reassessment component is the same			

## Feedback on assessment

Formative feedback on enterprise pitch, formative and summative feedback on group business plan via Tabula.

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## Availability

## **Courses**

This module is Optional for:

- Year 2 of TLPS-W4PQ Postgraduate Taught Arts, Enterprise and Development
- Year 2 of TTHS-W4PQ Postgraduate Taught Arts, Enterprise and Development