

MODULE DESCRIPTOR

Module Title

Professional Development, Networks and Creative Entrepreneurship

Reference	AAM210	Version	1
Created	February 2023	SCQF Level	SCQF 11
Approved	September 2023	SCQF Points	30
Amended		ECTS Points	15

Aims of Module

To establish in-depth understanding of contemporary professional contexts and entrepreneurship principles related to creative industries, which better identifies and situates career ambitions and professional aims within creative industries.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Develop strategies for undertaking independent project planning and project synthesis that enables students to develop deeper understanding of professional contexts, time-management, and project delivery.
- 2 Develop personal action plan that communicates project planning, project aims and objectives; in critiquing and promoting individual practice for a given audience, participant or client.
- 3 Critically engage with concepts and approaches which underpin an entrepreneurship mindset, in order to gain confidence, self-awareness, authority and resilience required by creative entrepreneurs.
- 4 Independently apply appropriate professional level analytical critical skills, needed to critically locate students developing professional practice and entrepreneurial knowledge within a report or journal.
- 5 Demonstrate advanced professional entrepreneurship skills in the promotion of work to identified audience or clients by means of presentation or pitch.

Indicative Module Content

The module supports students in developing a focused set of aims and objectives, in planning, negotiation and implementing their project ambitions. The module will introduce relevant professional practice contexts and entrepreneurial skills, to students. Including: project and exhibition proposals, entrepreneurial toolkits and work-books, participation in invited speaker, together with visits to arts, gallery and cultural organisations programme. These elements are specifically designed to provide students with tools and context, necessary to better situate their developing visual practice within a chosen professional and entrepreneurial context. Enabling students to better identify and apply necessary aptitudes needed to develop dedicated enterprise 'minded' approaches to their onwards career aims and objectives. These professional practice elements are delivered through peer-to-peer critical dialogue, with dedicated entrepreneurial elements of the module providing students with skills needed to establish or lead individual creative business ambitions. Providing students with core skills, critical language and contextual understanding needed to engage proactively in entrepreneurship thinking in developing a professional visual practice, framed by 21C creative industries context[s].

Module Delivery

Bi-weekly seminars/crits/field trips will introduce students to range of relevant creative practice speakers, creative industries and focused topics. In addition, students will have on-line access to bespoke entrepreneurial content: toolkits and workbooks, supported by with follow-up tutorial led discussion and peer-to-peer discussion. Students will be required to produce a detailed project learning plan, a critical reflective journal (blog) which clearly communicates engagement and application across both professional practice[s] and entrepreneurial course work. Drawing on these materials and content students will produce a formal 'creative entrepreneurial pitch?', or presentation of their professional career objectives.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	30
Non-Contact Hours	270	270
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Portfolio comprising project learning plan, critical reflective journal (blog), and presentation setting out career aims and objectives as 'creative business pitch'.				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

An overall Grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	An A grade in C1
B	A B grade in C1
C	A C grade in C1
D	A D grade in C1
E	An E grade in C1
F	An F grade in C1
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

Students are also required to identify (and will be guided towards), a range of texts and contextual materials relevant to their specialist creative practice and area of research. These will typically include textbooks, journals and on-line resources written by critics, curators, academics, historians, philosophers, theorists, artists and designers.

INDICATIVE BIBLIOGRAPHY

- 1 Naudin, A. (2017) *Cultural Entrepreneurship: The Cultural Worker's Experience of Entrepreneurship*. Routledge Series in Entrepreneurship. Routledge. ISBN 9781138215009
- 2 SIM, S., 2010. *The End of Modernity: What the Financial and Environmental Crisis is Really Telling Us*. Edinburgh: University Press.
- 3 Banks, M. (2017) *Creative Justice: Cultural Industries, Work and Inequality*, Rowman & Littlefield, London.
- 4 TETTEGAH, S., 2016. *Emotions, Technology, and Social Media*. London: Academic Press.
- 5 COLLINS, H., 2010. *Creative Research: The Theory and Practice of Research for the Creative Industries*. London: Thames and Hudson.
- 6 Oakley, K. (2014) 'Good work' Rethinking cultural entrepreneurship', in Bilton, C. and Cummings, S. (eds) *Handbook of Management and Creativity*. Pp. 145-159. Edward Elgar, Cheltenham.
- 7 Agusita, E. & Ashton, D. (2020). 'Unexpected Enterprises: Remixing Creative Entrepreneurship' in Luckman, S. & Taylor, S. (eds) *Pathways into Creative Working Lives*. pp. 31-47. Palgrave Macmillan, Cham.