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## MODULE DESCRIPTOR

### Module Title

Business Practice In The Creative Industries

Reference	BS3166	Version	3
Created	April 2017	SCQF Level	SCQF 9
Approved	August 2009	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

### Aims of Module

Building on the module 'Entrepreneurship in the Creative Industries', the aim of the module is to enable students to develop an understanding of the principles, methods and practice of running a small business in the creative industries.

### Learning Outcomes for Module

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

- 1 Recognise and discuss in depth the range of tasks associated with running a small business in the creative industries.
- 2 Assess factors contributing to the success and failure of small business ventures.
- 3 Evaluate types of small business support.
- 4 Examine factors contributing to small firm growth.

### Indicative Module Content

Through lectures and guided tutorial activities, students will be introduced to tasks associated with small business management. Topics to be covered will include: strategic planning in the small business; personal development planning; electronic business strategy; financial management; people management; legislation and small business; small business support; professional networking; Intellectual Property Rights; copyright; negotiating contracts; customer service; effective business communication; small business growth models. Students will be expected to prepare an individual report based on aspects of business practice and professional development.

### Module Delivery

This module is delivered through lectures, guided tutorial activities, group discussions, directed reading and case study analysis.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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
Description:	Individual report				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	BS3165 Business Start-up in the Creative Industries AA3100 Critical and Contextual Studies (Commercial Context) AA3102 Commercial Practice (Diagnostic Elective Projects)
Corequisites for module	AA3101 Critical and Contextual Studies (Research Context) AA3103 Commercial Practice (Final Major Project)
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BARROW, C. 2006. *The complete small business guide: a sourcebook for new and small businesses*. Chichester: Capstone Publishing Ltd.
- 2 DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. London: McGraw Hill.
- 3 THOMAS, G., and IBBOTSON, J., 2003. *Beyond the lens*. 3rd ed. London: Association of Photographers.