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## MODULE DESCRIPTOR

### Module Title

Business Start Up In The Creative Industries

|           |               |             |        |
|-----------|---------------|-------------|--------|
| Reference | BS3957        | Version     | 2      |
| Created   | February 2017 | SCQF Level  | SCQF 9 |
| Approved  | June 2018     | SCQF Points | 30     |
| Amended   | August 2017   | ECTS Points | 15     |

### Aims of Module

This module will help students to develop an understanding of developing a business start-up, with a focus in the creative industries. Students will be required to draw upon their extended knowledge of various disciplines covered in their studies and to combine this with the principles and practice of starting up a new enterprise.

### Learning Outcomes for Module

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

- 1 Explore key elements of new business start up in the creative industries, with a specific focus on their unique opportunities/challenges.
- 2 Demonstrate practical/creative abilities in idea generation and idea evaluation.
- 3 Examine the contribution of innovation and creativity to idea generation, and apply critical thought processes to the creative and developmental stages of entrepreneurial practice.
- 4 Generate a business idea in the creative industries evaluating the opportunities for growth and translate this idea into a written business plan with provision of sound/researched market information.

### Indicative Module Content

Generating business ideas; opportunity recognition and evaluation; creative problem solving and innovation techniques; critical thought processes; market research/environmental scanning; the entrepreneurial personality; models of entrepreneurial behaviour; entrepreneurial/marketing strategy; business finance; development of a viable business plan.

### Module Delivery

The module will be delivered through a combination of web-based open educational resources, online activities and multi-media case studies, with one-to-one supervision on a weekly basis for the first six weeks of semester two.

**Indicative Student Workload**

|  | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours  | 8         | 8         |
| Non-Contact Hours  | 292       | 292       |
| 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 |
| Description: | Individual Written Assessment |            |      |                    |            |

**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 | None. |
| Corequisites for module  | None. |
| Precluded Modules        | None. |

**INDICATIVE BIBLIOGRAPHY**

- 1 BURNS, P., 2016. *Entrepreneurship and small business: start up, growth and maturity*. 4th ed. Basingstoke: Palgrave Macmillan.
- 2 DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. Maidenhead: McGraw-Hill Higher Education.
- 3 STOKES, D. and WILSON, N., 2017. *Small business management and entrepreneurship*. 7th ed. Andover: South-Western Cengage Learning.
- 4 VON STAMM, B., 2008. *Managing innovation, design and creativity*. 2nd ed. Chichester: Wiley.
- 5 BESSANT, J., 2015. *Innovation and entrepreneurship*. 3rd ed. Hoboken: John Wiley and Sons