

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Small Arts Business Set Up
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	ART7883

<b>5</b>	<b>Module Overview</b>
<p><b>Rationale/ Indicative content</b></p> <p>This module provides you with an insight into entrepreneurship and small business start-up within the arts and related sectors. Its focus is an exploration of the practicalities of starting-up a creative business. It also covers the nature of the creative industries as a whole as well as the significance of entrepreneurship within the arts and society as a whole.</p> <p>You will explore the following:</p> <ul style="list-style-type: none"> <li>the tools and techniques needed to build a start-up plan including: idea generation and exploration; market and competitor analysis; business finance; networks; and marketing and promotion</li> <li>the development of an entrepreneurial proposition and business plan</li> <li>the constituents of the creative industries, their importance to government and their value to society as a whole</li> <li>the particular characteristics of arts entrepreneurs and the keys to building a successful venture</li> </ul> <p><b>Relationship with Programme Philosophy and Aims</b></p> <ul style="list-style-type: none"> <li>To introduce you to the strategies involved in setting up a small business in the arts.</li> <li>To enable you to reflect upon, question and review, broaden, deepen and extend your knowledge and understanding of the phenomenon of entrepreneurship and small business start-up within the arts and creative industries by analysing relevant theories and contexts and potential new frames of reference.</li> <li>To enable you to develop your intellectual, analytical, critical and evaluative skills by exploring cultural entrepreneurship and economic development within the cultural industries.</li> </ul>	

- To enable you to enhance your knowledge, understanding and application of appropriate research methods and methodologies and develop your knowledge and understanding of your ethical responsibility as a researcher.
- To enable you to enhance your knowledge and understanding of professional practice via the development of your communication and presentation skills.
- To enable you to enhance your knowledge and understanding of Health and Safety issues within this context.
- To enable you to acquire the necessary knowledge and skills to progress to higher and research degrees or other career sequels.

There is an opportunity for on-going formative appraisal to take place via diagnostic, one to one tutorial support and where appropriate group tutorial situations. This supports students in the development of their reflective skills as well as preparing them for the formal **Summative Assessment** at the end of the module.

## 6 Indicative Content

This taught module consists of ten two hour seminars (normally one per week over 10 weeks) delivered in Term 1/ Stage 1. This module is led by a specialist module tutor and includes formal presentations, reading directed extracts from primary and secondary texts, group discussion, one to one tutorial support and where appropriate to your study, student led seminar presentations and briefing meetings.

**Learning and Teaching Methods include:** Briefings, Lectures, Seminars, Independent Learning, Diagnostic, Individual and Group Tutorials, Formal Presentations, Library Research/ Resources, Study Visits.

<b>7</b>		<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>		
	<b>1</b>	Demonstrate a breadth and depth of knowledge and understanding of a chosen aspect of Small Arts Business Set Up as part of an informed dialogue with your own practice and/or particular interests within the field. Demonstrate your effective communication and presentation skills via the application of appropriate research methodologies
	<b>2</b>	Imaginatively conceptualise and speculate on your topic while applying your analytical and critical skills to problem solving, reflective evaluation and the interpretation of your chosen line of enquiry through the synthesis and realisation of your work in an appropriate form.

<b>8</b>		<b>Module Assessment</b>		
<b>Learning Outcome</b>				
		<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1&amp;2</b>		<b>X</b>		

<b>9</b>		<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>		<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		40	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		120	
<b>Private Study (PS)</b> includes preparation for exams		40	
<b>Total Study Hours:</b>		200	