

Module Specification

Module Summary Information

1	Module Title	Entrepreneurship in Practice
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7328

5	Module Overview
<p>This module asks students to explore the emerging field of scholarly research which draws on cultural entrepreneurship studies, cultural and media studies and creative economy work. The aim of the module is to engage with diverse academic texts in order to inform your practice in relation to cultural entrepreneurship or intrapreneurship. This includes critical analysis that challenges the nature of entrepreneurship itself and ask you to consider the significant challenges facing entrepreneurs in the creative and cultural industries. You will then be required to demonstrate your knowledge and understanding of these theoretical concepts by testing them and applying them to your own media production ideas.</p> <p>For the first six weeks you will interrogate critical debates in cultural entrepreneurship such as the challenges of entrepreneurial work associated with levels of precariousness and self-exploitation. The difficulties associated with sustainability of cultural enterprises will be discussed along with new business models such as social enterprises and innovative ways of raising funds. Teaching takes place within a combination of lecture, workshop and tutorial sessions which will involve you in research, discussion and practical media production activities to help you develop your understanding through practice and reflection. You will be supported in this module by your award leader who will provide you with subject-specific tasks and guidance through contextualisation sessions and tutorials to help you apply the principles of entrepreneurship to your own area of production.</p> <p>Students are assessed through coursework which includes the delivery of a media product which tests entrepreneurial theories and concepts, and a report which contextualises and reflects critically on the process. This could involve the creation of an entirely new product but it could also be an opportunity to experiment with new ways of thinking or to challenge the conventions or ethics of entrepreneurialism or media production. Your idea might also be developed in response to the range of different challenges facing traditional media business models or to take advantage of emerging global markets or audiences.</p> <p>Either way you will need to undertake your own research of the media landscape then use your findings to plan and deliver your product and draw conclusions for your ongoing media practice. This may well be an opportunity to experiment or test entrepreneurial ideas that will be useful for your Final Project.</p>	

6	Indicative Content
Lectures/seminars/workshops	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Critically engage with scholarship on contemporary debates and practices in cultural entrepreneurship or intrapreneurship and apply them to a selected area of media production.
	2	Plan and deliver a media product which tests concepts of entrepreneurship or intrapreneurship identified through research and draw conclusions for your own media practice.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	