

## Module Specification

### Summary Information

<b>Module Code</b>	5602MCIPA
<b>Formal Module Title</b>	Business and Enterprise
<b>Career</b>	Undergraduate
<b>Credits</b>	15
<b>Academic level</b>	FHEQ Level 5
<b>Module Pass Mark</b>	40

### Learning Methods

<b>Learning Method Type</b>	<b>Hours</b>
Lecture	26
Seminar	12
Workshop	12

### Module Offering(s)

<b>Start Month</b>	<b>Duration</b>
September	28 Weeks

### Aims and Outcomes

<b>Aims</b>	This module will focus on the requirements of small and medium enterprises (SMEs) trading in the creative industries and performing arts. Students will be introduced to the
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concepts of commercial enterprise, finance for private business, and the legal requirements for UK SMEs operating in the creative sector.

## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate an understanding of core concepts, current trends, the economic and cultural significance of creative enterprises in the performing arts.
MLO2	Understand the organisational and financial legal requirements of a small to medium enterprise, operating within the creative industries and performing arts sector in the UK.
MLO3	Create a detailed proposal for a new creative venture, utilising strategic planning and market research to identify and address potential challenges, target audiences, and revenue models.
MLO4	Assess the legal, ethical, and intellectual property considerations critical to the success of creative enterprises, proposing strategies for successful business practices.

## Module Content

### Outline Syllabus

Concepts of commercial enterprise.

Methods of financing private companies.

The legal requirements of establishing and managing a UK based small to medium enterprise.

The relationship between copyright legislation and international business opportunities for SME businesses, such as musicians, theatre companies, film producers and festival promoters, operating in the creative industries and performing arts.

### Module Overview

Students will be introduced to business concepts that are relevant to small to medium sized commercial enterprises operating within the creative industries and performing arts.

A particular focus will be on establishing a start-up business, methods of financing, managing the legal requirements set by the UK Government, and the important relationship between copyright legislation and the viability of SME organisations operating in the creative industries and performing

arts.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	Business Essentials	100	0	ML01, ML02, ML03, ML04