

MA  
**Creative  
Entrepreneurship**

Validated by:



The Open  
University

MA

# Creative Entrepreneurship

Ever had an idea for a new business? Do you think it could succeed in the real world? Look no further than our postgraduate Creative Entrepreneurship MA. Over the course of the year, you'll hone your ideas with our experienced industry-based tutors and receive critical feedback from potential investors and sector leaders to help you kickstart your enterprise in Europe's startup capital!

## Why choose this course?

If you're seeking development, growth and rewarding challenges, this practice-based MA will help you graduate with the confidence, skills and contacts needed to succeed, whatever your business idea may be.

Actively working on your enterprise throughout the year, you will be supported by an academic and professionally-oriented learning community of 3 core staff and a network of industry mentors and post-graduate students. Additionally, there are regular opportunities to speak with entrepreneurs, creatives, and investors who will provide constructive input on your projects.

Our teaching is practical and professional. Your curriculum includes:

- One full-day group session per week
- Exclusive community and networking activities in London's creative and cultural organisations.
- Professional, one-to-one project mentorship

## What will you learn?

The course is centered around three main strands:

- Creative Innovation for Enterprise
- Investment Principles for Entrepreneurs
- Knowledge Generation through Professional Practice

These break down to cover topics such as:

- Idea generation
- Digital and intellectual property rights



- Business planning
- Project management
- Creative leadership
- Academic research
- Case Study Analysis
- Market research
- Key performance indicators
- Financial projections and start-up costs
- Investment strategies and pitching

### **Career and Study Progression**

Graduate with an MA and the beginnings of your own business. In addition to your own enterprise, you will be well-equipped to lead startups or other rapidly-developing companies in the creative industries and beyond. Our students go on to create apps and software platforms, found record labels, artist management companies, partner with world-renowned institutions, and work in all sorts of creative sectors.

### **Entry Requirements**

Our MA provides you with a “start-up” environment where you can develop an idea into a viable business venture in the creative industries.

To benefit fully from the MA you should:

- be an entrepreneurial musician, writer, or technologist with 1 year’s relevant experience and a bachelors degree (2.2 minimum) or 4 years relevant experience and a Level 3+ qualification
- have English language competency equivalent to CEFR Level C1 (7.0 overall, 6.5 in each category).  
If English is not your first language, you’ll be required to provide professional references, if applying based on your professional experience.

## Teaching and Learning on your programme

- You will learn to develop and blend your knowledge and skills in creativity, innovation and enterprise through a project-led process involving action learning, action research and reflective practice.
- The course consists of collaborative workshops and independent activities designed to equip and challenge you. These include:
- One full-day group session per week (term-time);
- Individual tutorials for mentoring sessions with high-level professional mentors;
- A programme of exclusive community and networking activities.

## Key Facts

<b>Study Mode</b>	Full-time / Part-time
<b>Duration</b>	Full-time: 1 year Part-time: 2 years
<b>Fees</b>	Full-time: UK / EEA: £10,000 International: £15,000 Part-time: UK / EEA: £6,000
<b>Funding</b>	Student Loan for UK/ EU students* Private Funding
<b>Validation</b>	The Open University
<b>Academic Partner</b>	The Open University
<b>Credits</b>	180
<b>Intake</b>	October

\*Subject to OFS registration, please see LCCM website for full details



## Course Modules

### Creative Innovation For Enterprise

In this module you will appraise creative ideas for commercial ventures using independent research, peer-led analysis, tutor support and case studies of current practice from professional entrepreneurs. You will apply entrepreneurial practices to creative production by designing, producing and refining a commercially viable product using an iterative testing process, then develop and critically appraise different options for the product to decide on the final specification for your creative commercial venture.

#### Term 1: Serious Play

- Curating conversations
- Approaches and models of innovation
- Generating and developing ideas for creative commercial ventures
- Imagining new applications for creative content and applications
- Independent professional practice and collaborative working
- Digital and intellectual property rights

#### Term 2: Serious Testing/ Generation 2

- Product development through an iterative testing process
- Options for Product Specifications
- Independent professional practice and collaborative working

#### Term 3: Internal Launch/External Launch

- Final Product specifications for creative commercial venture
- Private Presentation of Final Product specifications (final assessment)
- Public Presentation of Final Product specifications

### Investment Principles for Creative Enterprise

In this module you will develop your knowledge and understanding of the business contexts and relationships that come into play when launching a new product and the key performance indicators used to attract external investment. You will develop a concise and appropriate business plan for your own commercial creative venture and learn how to communicate investment opportunities to potential investors.

#### Term 1: Principles and practice of enterprise in creative commercial ventures

- Evaluate investment approaches across sectors and practice
- Analyse business structures and investment types
- Generate business information
- Establish effective key performance indicators

#### Term 2: Business planning tools and conventions for a creative commercial venture

- Problem definition to solution
- Unique selling proposition (USP)
- Market research
- Evidence-based decision-making
- Financial projections and start-up costs

#### Term 3

- Using feedback on key performance indicators
- Effective communication for specialist and non-specialist audiences

## **Generating Knowledge through Professional Practice and Critical Reflection**

In this module you will review relevant theory and practice in creative entrepreneurship and creative leadership, engaging in critical reflection of your professional practice and participating in action learning groups with your peers.

This research inquiry will identify barriers to the realisation of a creative commercial venture, define problems, and generate and appraise solutions. Integrating theory and practice you will produce a written paper and make a public presentation contributing to the body of professional and academic knowledge in this field.

### **Term 1: A multi-mode research inquiry:**

- Location of the creative entrepreneurship practice in a 'lineage' of theory and practice;
- The practitioner's personal and professional development;
- Impact on professional relationships and networks;
- Documentation of the process.

### **Term 2: Conceptual framework – interdisciplinary research inquiry:**

- Creative Leadership
- Project Management
- Professional Networking
- Effective Communication for specialist and non-specialist audiences;
- Personal, Professional and Academic Research and Writing Conventions
- The investment proposal to exploit identified opportunities for a creative commercial venture.

### **Term 3: Outcomes:**

- Presenting conclusions and recommendations to your peers
- Critically reviewing your application of action learning, mentor input and independent action research