

## Module Specification

**Module Title:** Contextual Studies 2: Entrepreneurship

|                      |  |                           |         |
|----------------------|--|---------------------------|---------|
| <b>Module code:</b>  | HBASHR038  | <b>NQF level:</b>         | Level 5 |
| <b>Credit value:</b> | 20 credits   | <b>Semester of study:</b> | 1 and 2 |
| <b>Module type:</b>  | Optional   | <b>Pre-requisites:</b>    | None    |
| <b>Available to:</b> | BA (Hons) Music (Business) (Classical) (Film Music) (Folk) (Jazz) (Popular) (Production) (Songwriting) |                           |         |

### Module overview

The module explores a range of activities, processes and concepts that are needed for the successful entrepreneur. These include:

- entrepreneurial process and new venture creation;
- entrepreneurship types and their role within the economy;
- the importance of creativity, innovation and idea generation, competitors and the external environment (market, regulation, policy etc.);
- strategies for survival via sustainable competitiveness, marketing, finance – forms of financial support, business accounting for new ventures – projecting interpreting financial performance;
- pitching for financial support;
- leadership qualities and social enterprise.

### Aims

This module addresses the importance of enterprise and how entrepreneurship is a key driver within the creative and cultural industries in order to create successful enterprises and business developments.

The module aims to:

1. Introduce entrepreneurship, from both theoretical and empirical perspectives, and the means by which this understanding relates to the practical processes of new venture creation (including social enterprise).
2. Enable students to investigate the function of entrepreneurship as a key driver within the creative and cultural industries.
3. Introduce students to the key aspects of the process of new venture creation – including the creative process at the ‘ideas’ stage, and the entrepreneurially distinct requirements in terms of marketing, finance, human resources, operation management.
4. Confront students with the enterprise skills and outlooks/aptitudes associated with starting up and running a new venture.

### Learning outcomes

On successful completion of this module, students will be able to:

1. Show a critical understanding of the concepts, theories and models that underpin entrepreneurship and new business start-up in different contexts.
2. Understand the skills and aptitudes associated with entrepreneurship and the new venture creation process.
3. Understand the critical aspects of starting and operating a business, including the role of business functions and their interrelationships in the process of new business start-up.
4. Explore various notions of entrepreneurship and their value to the creative economy through academic and reflective analysis.

### Learning and teaching methods

The module will be delivered through a lecture and seminar series.

**Lecture** sessions will cover topics needed for the successful entrepreneur. Students will be supported in their attainment of essential knowledge and importantly critical insight. Students examine management styles and develop in depth enterprise skills. Students will be encouraged to identify new niche enterprise within their chosen area of research focusing on venture development.

**Seminar** sessions will be used for group-based discussions using material covered in the lectures. Students will be encouraged to apply principles linked to case studies where appropriate, by examining ideas along with their strengths and weakness.

### Contact hours and directed study (over semesters 1 and 2)

| Delivery type   | Student hours |
|---|---------------|
| Indicative hours for learning and teaching activities | 30 hours      |
| Indicative hours of directed study                    | 170 hours     |
| Total hours (100hrs per 10 credits)                   | 200 hours     |

### Opportunities for formative feedback

Formative assessment will be given on a weekly basis during workshop activities.

### Assessment Method

| Description of assessment                    | Length/Duration | Weighting | Module LOs addressed |
|--|-----------------|-----------|----------------------|
| Business venture proposal and strategic plan | 3000 words      | 60%       | 1, 2, 3              |
| Presentation                                 | 15 minutes      | 40%       | 3, 4                 |

### Re-Assessment Method\*

| Description of assessment                    | Length/Duration | Weighting | Module LOs addressed |
|--|-----------------|-----------|----------------------|
| Business venture proposal and strategic plan | 3000 words      | 60%       | 1, 2, 3              |
| Video Presentation                           | 15 minutes      | 40%       | 3, 4                 |

\* Where practicable, assessments may be delivered through the conservatoire's VLE or by video to ensure that overseas students are not disadvantaged or incur unnecessary travel costs. Assessments delivered through the VLE will be timed and invigilated.

### Indicative Reading List

#### Essential:

- Drucker, P. (2007) Innovation and Entrepreneurship. BH.
- Casson, M. (2005) The Entrepreneur: An Economic Theory. Elgar Publishing. EE.
- Shane, S. (2007) A General Theory of Entrepreneurship. Elgar Publishing.
- Kuratko, D & Hodgetts, R. (2002) Entrepreneurship: Theory, Process and Practice. Cengage South-Western.