

Creative Enterprise 1

Module Information

2022.01, Approved

Summary Information

Module Code	4569IAB
Formal Module Title	Creative Enterprise 1
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Institute of the Arts Barcelona

Learning Methods

Learning Method Type	Hours
Lecture	20
Practical	60
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

Aims	1. Provide the knowledge, understanding and practical exercises to maintain an injury free healthy body. 2. Offer strategies to maintain a positive mental attitude. 3. Provide a broad overview of the performing arts as an economic activity.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Describe and identify safe practice through an understanding of a dancer's physical and psychological needs.
MLO2	2	Identify and demonstrate a basic understanding of anatomy, physiology, and kinesiology in relation to healthy dance practice.
MLO3	3	Recognise and identify the key elements of the broad economic, personnel and organisational structures of the performing arts economy.

Module Content

Outline Syllabus	1. Bodymind Learning Theory and practice is closely linked and explored during this strand of the module. The module will contain a lecture series to explore anatomy, physiology and kinesiology so that students are fully conversant with the way the body is structured and operates in movement. This knowledge will be translated into practice in Bodymind learning sessions, such as somatic practice, experiential anatomy classes, Pilates, Yoga and Gyrokinesis. Cross-training fitness activities will be incorporated to enhance students' physicality in terms of strength, endurance and stamina. Student will be asked to connect the theory learnt in this module, to the range of practical activities they execute in each of the different dance techniques studied. There will be a specific focus on mental health awareness, providing students with strategies for mental wellbeing and tools /techniques to develop resilience. 2. Industry Landscape Students will be introduced to the commercial and creative organisational infra-structure of the performing arts economy. More specifically students will be introduced to: <ul style="list-style-type: none"> • Types of performing arts organisations (Governmental, Not-for-Profit, Commercial etc.) • Economic models used in the performing arts. • Organisational structures within the performing arts. • Roles and Responsibilities with performing arts organisation. • Non-Performance roles / technical roles within the performing arts.
Module Overview	
Additional Information	The module provides a general understanding and awareness of the dancer's body and the dance industry. Assessment is via a written and a presentation task.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	50	0	MLO1, MLO2
Essay	Essay	50	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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