

Summary Information

Module Code	7502IAB
Formal Module Title	Arts Entrepreneurship
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

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	40
Seminar	40
Tutorial	5

Module Offering(s)

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

Aims and Outcomes

Aims	The module is designed to provide the student with the critical skills, knowledge and ability necessary to enable them to function as an independent entrepreneurial producer and organizer of theatre and events. The module aims to provide both an understanding of pragmatic and practical managerial and organisational skill and alternative perspectives on the creation and development of theatre, performances and events.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Reflect upon, elucidate and demonstrate a critical and practical engagement with the key personal and professional attributes required of the theatre and performance entrepreneur
MLO2	2	Reflect upon, elucidate and demonstrate a clear and critically informed understanding of the discrete elements of the producing process of theatre and performance from inception to delivery
MLO3	3	Reflect upon, elucidate and demonstrate a detailed understanding of funding and financial planning, including taxation, for theatrical performances and events
MLO4	4	Reflect upon, elucidate and demonstrate a clear and practical knowledge of the law concerning copyright, employment, health and safety, et al, as applicable to theatre performance and events
MLO5	5	Reflect upon, elucidate and demonstrate a detailed understanding of the roles and responsibilities of team members in the creation and operation of theatrical performances and events
MLO6	6	Reflect upon, elucidate and demonstrate a detailed understanding of marketing, market position and the promotion of theatrical performances and events

Module Content

Outline Syllabus	The syllabus of the module covers all the practical principle areas of theatre and event producing including• entrepreneurship and risk taking• creativity and artistic vision within the context of business environment• principles of theatre and event production• funding (government, charitable and private investment)• financial management and budgeting (including managing tax)• royalties, copyright and licensing• legal requirements (including insurance and health and safety, etc.)• employment, people management and legal obligations (including tax)• corporate and organizational structures (profit and non-profit)• venues, locations, resources and technology• touring and logistics• marketing and promotion (evaluating markets and targeting audiences)
Module Overview	
Additional Information	The module allows students to explore and identify the skills, knowledge and ability necessary for the independent entrepreneurial producer and organizers of theatre and events. Assessment is via two reports.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report - Business Plan	75	0	MLO1, MLO2, MLO3, MLO4, MLO5

Report	Report - Marketing Plan	25	0	MLO1, MLO6
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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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