

Arts Entrepreneurship

Module Information

2022.01, Approved

Summary Information

Module Code	7507IAB
Formal Module Title	Arts Entrepreneurship
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	10
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	15
Seminar	5

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 student with advanced critical skills and knowledge either to function as an independent entrepreneurial producer/organiser of performance events or, to function in a professional performance company setting. 2. Provide opportunity to demonstrate a pragmatic, practical understanding of managerial and organisational skills and alternative perspectives on the creation and development of performances and events. 3. Provide mentorship in appropriately planning for a sustained portfolio career. 4. Provide opportunities to formulate and test the effectiveness of self-promotional materials and preparations for simulated professional scenarios.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Portray an advanced critical and practical engagement with the key personal and professional attributes required of the professional performer or entrepreneur.
MLO2	2	Summarise a critically informed understanding of the discrete elements in producing a performance that may include funding, financial planning, copyright, employment praxis, health, and safety.
MLO3	3	Prepare and present a comprehensive informed range of materials pertinent to the next career step.

Module Content

Outline Syllabus	The syllabus will cover the practical and principle areas in producing a performance event including: <ul style="list-style-type: none"> • Entrepreneurship and risk taking. • Creativity and artistic vision within the context of the business environment. • Principles of production. • Funding channels (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 organisational structures (profit and non-profit). Additionally, students will refine and enhance professional skills in the following areas: <ul style="list-style-type: none"> • Audition Material and Preparation • Promotional Materials (e.g. self-promotional material, including head and body shots, business cards, CV and other materials for a professional portfolio). • Career Planning guidance • Responding for success to a simulated real life work brief/audition scenario.
Module Overview	
Additional Information	Bibliographical material will be given as handouts during the class and made available online. The module allows students to extend their future career options as either an independent entrepreneurial producer or creative within the industry. Assessment is via one written submission and a submission of a portfolio of audio and/or visual materials.

Assessments

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