

CM6004 Creative Enterprise Module Guide

School of Music & Performing Arts

Module Title: CM6004 (40 credit module)

Department: Commercial Music

Module Code: Creative Enterprise

Academic Year: 2010/11

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1/2. Key information and introduction to the module:

In this module students will work in project teams, produce a business plan and make that business plan real from the second semester onwards. Students are encouraged to think imaginatively about a money making idea related to music, manage risk and reward and implement their project. Seed funding is available on a competitive and independently judged basis, and all students are required to submit their business plans to the University Business Plan competition. At the end of the year in their final presentation project teams will be asked to reflect on the outcomes of their project.

3. Employability Skills:

All students will be asked to attend sessions with the entrepreneur in residence, the Business Support Office and independent practitioners from business. Networking and understanding marketing and promotion are key benefits from this module.

4. Minerva:

Minerva is used primarily for the uploading of assignments. See the assignment items on page 3.

5. Learning Outcomes:

If you make full use of the opportunities for learning provided within this module, you will learn how to:

- Write, develop and refine a business plan and receive independent feedback
- Research, brand and implement your project in the real world
- Promote and market your project using a range of contemporary media and technologies
- Reflect on the outcomes and assess your project from a business context.

6. Teaching schedule, attendance and where:

- As directed by the tutor
- All students should attend tutorials which are organised and confirmed by email
- Year Group Meetings (YGMs) are organised for peer group assessment
- All YGMs are in NEG.02 and all tutorials in CP111 unless otherwise directed by the tutor
- Attending all your classes is very important and one of the best ways to help you succeed in this module. You are expected to arrive on time and take an active part in all your timetabled classes. If you are unable to attend a class for a valid reason (eg: illness), please contact your Module Tutor by email
- Absence can result in the termination of your registration as you will be considered to have withdrawn from your studies

8. CM 6004 ASSIGNMENT DEADLINES

Deadline	Assignment	Descriptor	Assessment
Wk3	Presentation (5 minutes)	Business concept	Summative
Wk4	Project Executive Summary & Timetable (Minerva Upload)	Each student MUST do this	Pass/Fail
Wk10	Business Plan 1	PDF Minerva Upload	Formative (30%)
Wk10	Enterprise Funding Application	Application to Business Support Office (BSO)	Summative
Wk19	Business Plan 2	Application to Business Support Office (BSO)	Formative (30%)
Wk27	Presentation (30 minutes)	30 minute Project Presentation	Formative (40%)

9. CM 6004 ASSESSMENT CRITERIA

Criteria	You need to	Notes
Awareness of industry practice in your market	Research your market - where is the demand, and who is going to pay you?	If you look for outside help - website construction or manufacturing - this will always take longer than you think
Description of your project and context	<ul style="list-style-type: none"> • Create a business timetable for your project and stick to it • Timetable your project and set your goals • Who is doing what in your project team? 	You need to be able to explain your business concept simply - can you summarise it for the beer mat challenge or a member of your family?
Detail of financial projection & analysis		Keep your financial details clear and simple: projected turnover, actual turnover, costs, profit, loss
Summary of project's outcomes	Marketing and promotion is the key	Leave yourself enough time to promote/sell your project
Ability to communicate your ideas in an interesting and effective way	Produce a business plan to standards acceptable in the business world. Make it an attractive document and PDF	Vital to check for spelling mistakes and typos in your presentations, funding applications and business plans

10. Resources:

- www.creativeenterprise.bathspampa.com
- Books and business materials as directed by the tutor

11. Feedback:

You are entitled to written feedback on your performance for all your assessed work. For all assessment tasks which are not examinations, this is provided by a member of academic staff completing the assignment coversheet on which your mark and feedback will relate to the achievement of the module's intended learning outcomes and the assessment criteria you were given for the task when it was first issued. This will be returned to you either by email or on Minerva.

The University is committed to providing you with feedback on all assessed work within **15 working days** of the submission deadline or the date of an examination. This is extended to 30 days for feedback for a Major Project module (please note that working days excludes those days when the University is officially closed; i.e: between Christmas and New Year).