



MMCC3025

Creative Entrepreneurship

Session 1, Special circumstances, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

| | |
|---|---|
| <u>General Information</u> | 2 |
| <u>Learning Outcomes</u> | 2 |
| <u>General Assessment Information</u> | 3 |
| <u>Assessment Tasks</u> | 3 |
| <u>Delivery and Resources</u> | 5 |
| <u>Policies and Procedures</u> | 5 |

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Jon Burt

jon.burt@mq.edu.au

Contact via jon.burt@mq.edu.au

10HA193C

Email for appointment

Credit points

10

Prerequisites

Pre-requisite 130cp at 1000 level or above

Corequisites

Co-badged status

Unit description

What does it mean to be an entrepreneur in the performing arts and entertainment industries in a digital age? This unit examines models of creative entrepreneurship in the performing arts and entertainment industries. In the context of the digital era we live in, the unit will examine various revenue and monetization strategies for sustainable projects and careers. It considers collaborative approaches to production, startups, models for artist-run spaces and studios, self-initiated art projects and pick-up companies, curatorial practices, artist management, the role of the producer and skills to navigate potential funding, sponsorship, philanthropic support, and revenue streams.

This unit will enable students to better navigate their transition into industry-based opportunities in the performing arts and entertainment industries. No prior experience of the performing arts and entertainment industries is required.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: analyse and evaluate a range of practices in creative entrepreneurship.

ULO2: synthesize critical and creative approaches to the major themes, issues and

debates relating to entrepreneurship in the performing arts industries.

ULO3: apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.

ULO4: consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

General Assessment Information

Assessment Submission, Grade and Feedback Delivery:

1. The Presentation task will be assessed by video and observational review by the convenor and an accompanying report must be submitted via the Turnitin link on the MMCC3025 iLearn page by the relevant date, as indicated above. Feedback and grades for this assessment task will be provided in the convenor's notes in Turnitin. 2. The Creative Plan assessment will be assessed by video and observational review by the convenor and an accompanying report must be submitted via the Turnitin link on the MMCC3025 iLearn page by the relevant date, as indicated above. Feedback and grades for this assessment task will be provided in the convenor's notes in Turnitin. Information on how to submit your assignment and access results and feedback from assignments using My Submissions in iLearn is available at http://mq.edu.au/iLearn/student_info/assignments.htm

Referencing Style:

The referencing style for all written material where academic protocols are required must follow a recognised academic referencing style such as Chicago, Harvard, APA or MLA. If you are unsure of referencing styles please consult the library referencing resources at <http://libguides.mq.edu.au/Referencing>

Late Submissions / Special Consideration:

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|------------------------------------|-----------|--------|---|
| Group Presentation | 45% | No | Week 8 Present in Tutorial, Report Fri 30 April 5pm |

| Name | Weighting | Hurdle | Due |
|-------------------------------|-----------|--------|--|
| Creative Plan | 55% | No | Week 12 Present in Tutorial, Report Fri 4 June 5pm |

Group Presentation

Assessment Type **1**: Presentation

Indicative Time on Task **2**: 40 hours

Due: **Week 8 Present in Tutorial, Report Fri 30 April 5pm**

Weighting: **45%**

Students apply theories, frameworks and concepts to authentic workplace scenarios through the presentation of a group pitch setting out the required steps, actions and/or tactics to meet identified goals. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate a range of practices in creative entrepreneurship.
- synthesize critical and creative approaches to the major themes, issues and debates relating to entrepreneurship in the performing arts industries.
- apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.
- consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

Creative Plan

Assessment Type **1**: Plan

Indicative Time on Task **2**: 46 hours

Due: **Week 12 Present in Tutorial, Report Fri 4 June 5pm**

Weighting: **55%**

The creative plan provides students with an opportunity to propose an entrepreneur model and plan that aligns with a particular interest and/or goal. The plan will synthesise a self-directed professional plan and associated documentation. Content will be self-initiated and will include samples of work towards achieving the student's future aspirational or career goals.

*Methodology for this assessment will be discussed in class and full details can be found on iLearn.

On successful completion you will be able to:

- analyse and evaluate a range of practices in creative entrepreneurship.
- synthesize critical and creative approaches to the major themes, issues and debates relating to entrepreneurship in the performing arts industries.
- apply advanced creativity techniques at both an individual and a group level, including the use of idea generation techniques.
- consolidate communication skills for a range of creative contexts (written, oral, interpersonal, professional presentations).

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Delivery: Lectures and discussions will be synchronous online delivery via Zoom. A weekly tutorial will be delivered. See iLearn for further details. This unit will commence in Week 1.

Technologies used and required: This unit has an online presence in iLearn. You will need access to a computer and an internet connection. The unit iLearn page can be accessed at <http://ilearn.mq.edu.au>. All relevant MMCC3025 online material will be available via the unit iLearn page. This is your starting point for all information and should be consulted each week so you will be able to keep up to date with all unit online content and catch up with any notifications.

Unit Readings: Required and recommended readings are available in iLearn through the Leganto link.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.