



MMCC3025

Creative Entrepreneurship

Session 1, In person-scheduled-weekday, North Ryde 2024

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

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Disclaimer

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General Information

Unit convenor and teaching staff

Convenor

Jon Burt

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Contact via jon.burt@mq.edu.au

10HA158

please email for consultation

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

Unless a Special Consideration request has been submitted and approved, **a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends)**. After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs **will be addressed by the unit convenor in a Special consideration application**).

Assessment Tasks

Name	Weighting	Hurdle	Due
Group Presentation	45%	No	Presentation 12/4/2024 in class; Report 14/4/2024 11.55pm
Creative Plan	55%	No	Presentation 17/5/2024, Report 19/5/2024 11.55pm

Group Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 40 hours

Due: **Presentation 12/4/2024 in class; Report 14/4/2024 11.55pm**

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: **Presentation 17/5/2024, Report 19/5/2024 11.55pm**

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 assessment will synthesise a self-directed plan in the form of a website showcasing the student's Creative Plan and will take the form of an Individual Presentation, and an associated Report discussing the research involved in creating the content for the website. Please refer to iLearn for further details.

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

Lectures and Tutorials will commence in **Week 1**.

Delivery: Synchronous online lecture via Zoom, Fridays 11am-12pm; a weekly tutorial will be delivered (see your Class Finder in eStudent). See iLearn for further details.

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.

Unit information based on version 2024.01R of the [Handbook](#)