

Course Title: **Introduction to Creative Business**

Course Code: **ARDN502**

Descriptor Start Date: **01/01/2023**

POINTS: **15.00**

LEVEL: **5**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Examines the relationships between business, creativity and innovation by introducing students to fundamental economic principles, a variety of business models and concepts (from large scale export to social enterprises). Business is examined in relationship to a range of contemporary creative practices, specifically to prepare students for a deeper understanding and engagement with innovation and entrepreneurial growth.

LEARNING OUTCOMES

1. Explore and evaluate a range of creative business concepts, ideas and their practical application.
2. Engage with analytical and critical methods to evaluate and synthesise practice.
3. Contribute to a community of practice, founded on the principles and practices of mātauranga Māori, of manaakitanga (care), motuhaketanga (self-determination) and kōrero pono (speaking truthfully).
4. Experiment with a range of appropriate technologies or processes for the Creative Entrepreneurship minor.

CONTENT

Business is examined in relationship to a range of contemporary creative practices, specifically to prepare students for a deeper understanding and engagement with innovation and entrepreneurial growth.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

LEARNING & TEACHING STRATEGIES

The pedagogical approach will emphasise student-centred learning through a blended work environment. There will be a variable mix of individual and group meetings, workshops, seminars, tutorials, presentations, guest critics and the use of Canvas (Learning Management System).

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Research Project	100.00	1-4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

To gain a pass in this course, a student needs to submit work for all summative assessments and achieve a minimum overall grade of C-

LEARNING RESOURCES

A list of recommended readings will be provided.

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: **AK3352, Bachelor of Visual Arts**

Related Programme/s: **AK3619**

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