

Course outline: Creative Business for Entrepreneurs and Executives

The MA in Creative Business for Entrepreneurs and Executives is a specialisation within the broader **MA in Film and Television**.

The course consists of seven modules. Each module has an associated assignment, and takes the student a step further as well as reviewing and consolidating previous knowledge.

Year 1 (Term 1-3)

The course begins with the NFTS' all-school cross-specialisation 'Springboard Week'. This is an opportunity for course participants to meet and collaborate with their peers across the School. While the focus is predominantly on visual mediums, CBEE students are encouraged to make contacts and to engage in the creative process in teams.

This is followed by 'Mapping The Landscape', a 16-week (T1 and T2) introduction to the value chain, and business models and culture, of each of the media domains. This introductory module culminates in the first piece of written work, the **Mapping the Landscape Essay** (due T2).

Students then attend seminars and tutorials covering the following: marketing and branding, salesmanship and deal-making, leadership, human resource management, practical finance, accounting, legal and business affairs for the creative industries, excel modelling, and training in presentation. These are concentrated in T2, as students work on their **Business Case Study** (due early T3), and continue in T3.

The CBEE study year ends with the delivery and presentation of a **Creative Business Deck** (due end of T3) for a new business/project financing, or new venture within an existing company. Upon completion of their **Dissertation** (Module 4), students may elect to exit the course with a Diploma qualification. (Please see the Credit Framework in Section 1 of this Handbook.)

Students who continue onto Year 2 of the MA may use the **Creative Business Deck** (Assignment element of Module 3) as a basis in terms of structure/presentation (and possibly for subject matter) of the **Final Business Portfolio** (due T6)

Running throughout the year the course also provides: specialist seminars led by industry practitioners from each domain, keynote sessions with leading figures from across the full spectrum of the creative industries, and trade meetings. There will also be ad hoc 'meet the industry' events.

Year 2 (Term 4-6)

At the beginning of the second year, CBEE students are invited to attend the annual NFTS Graduation Shows where NFTS graduation film and television work is presented to the film/television industry.

Term 4 consists of development work on the **Aardman Challenge** (due end of T4) involving collaboration with individual students/creatives from composing, screenwriting, games, TV Ent, Production Design, Graphic Design and other disciplines at the school. In early-April Year 2, the students present their portfolio to the panel of Aardman Challenge (creative marketing and branding portfolio)-a panel comprising HoDs from the school and an external assessor nominated by Dave Sproxtton, co-founder of Aardman.

In Term 5, students complete work experience in industry for four weeks, followed by writing-up and delivering their sixth Assignment, the **Market Analysis** (due at the start of T6). Students are supported with one-to-one tutorials during the writing-up period, and then make a final presentation of the Assignment both to the group (which may also be attended by 1st Year CBEE students) and to HoD and External Examiner.

Final delivery of the **Dissertation** (Module 4) and an assessment by HoD and external tutor, including a feedback session with the student, will also take place in Term 5 (July).

Term 6 commences with student presentations to the group and tutors for feedback on their work experience and **Market Analysis**.

The final term (T6) is then taken up with pulling together all the preceding learning and research elements for the **Final Business Portfolio**; including the writing of the Executive Summary and Market Positioning, and justification for the Financial Assumptions within the Portfolio; the development and summarisation of the Financial Models and Finance Plans for the Portfolio; and the Marketing Plan elements of the Portfolio. The students are supported with extensive one-to-one tutorials during this period, before final delivery and presentation – both to the group for presentational feedback and then a week later to HoD and External Examiner as well as industry and investor representatives.

Running throughout the year the course also facilitates: introductions where needed for specialist legal and financial advice; meetings with investors held in London; continuing tutor support around development of the **Final Business Portfolio**. There will also be ad hoc 'meet the industry' events.

There is also a full range of non-curriculum activities based at the School that students are invited to participate in throughout both years, including (but not limited to): preview film screenings of new release feature films; regular film analysis and criticism lectures; master-classes by filmmakers, games specialists, animators, designers and others; specific 'event' days; and a host of social events held throughout the year at the School. Students are encouraged to make the most of these activities – but are reminded to prioritise their course work at all times.