

Higher National Unit Specification

General information for centres

Unit title: Entrepreneurship in the Creative Industries

Unit code: DR0T 35

Unit purpose: This Unit is designed to provide an insight into the key skills of entrepreneurship to develop business ideas within the creative industries. The Unit is broken down into analysing and understanding these skills, developing them to explore potential opportunities and engaging in a personal enterprise. Emphasis is placed on the ability to recognise market opportunities, communicate a convincing business plan and network effectively. This Unit is suitable for anyone pursuing a career in the creative industries, developing the necessary management and organisational skills to facilitate the promotion of their work.

On completion of the Unit the candidate should be able to:

- 1 Develop market research strategies.
- 2 Research potential enterprise ideas within the creative industries.
- 3 Demonstrate entrepreneurial skills.

Credit points and level: 1 HN Credit at SCQF level 8: (8 SCQF credit points at SCQF level 8*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: It would be beneficial if candidates have undertaken the HN Units: Working in the Creative Industries (DJ3A 34) and Creative Industries Infrastructure (DJ21 34). Candidates should also have good communication and numeracy skills. These may be demonstrated by the possession of the Core Skill Communication at Higher level or by possession of Higher English and Communication or a suitable NQ Communication Unit (SCQF level 6).

Access to this Unit will be at the discretion of the centre.

Core skills: There may be opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: Each of the three Outcomes can be assessed by a written assignment or an oral presentation, or assessment may be combined for Outcomes.

General information for centres (cont)

Unit title: Entrepreneurship in the Creative Industries

Alternatively, the whole Unit could be assessed holistically where candidates prepare and develop a business plan of an enterprise of their own devising. The business plan should be presented in written or oral form. Diagrams and/or slides may be included in the presentation, where appropriate. The plan should fully reflect each Outcome. The plan will be produced in the candidates' own time. It may be prudent that the plan is submitted in stages so that the candidate's progress can be monitored and advice given before the final presentation is submitted.

Higher National Unit specification: statement of standards

Unit title: Entrepreneurship in the Creative Industries

Unit code: DR0T 35

The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Develop market research strategies

Knowledge and/or skills

- ◆ Risk analysis
- ◆ Interpretation of market information
- ◆ International perspective
- ◆ Market trends
- ◆ Research strategies

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can develop a strategy for conducting market research into a creative industries business idea. The strategy must take into account and include all of the knowledge and/or skills above.

Evidence for this Outcome should be produced in the candidate's own time and can take the form of either a written assignment or an oral presentation. Diagrams and/or slides may be included in the presentation, where appropriate.

A tutor observation checklist and a self-evaluation checklist should be retained as evidence of performance for each candidate. Oral presentations should be recorded on a high quality format and kept as evidence for external moderation.

Assessment guidelines

The evidence for this Outcome can be produced as a stand-alone assessment, although it should ideally form part of an integrated single holistic assessment covering all Outcomes with candidates preparing and developing a business plan of an enterprise of their own devising.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Higher National Unit specification: statement of standards (cont)

Unit title: Entrepreneurship in the Creative Industries

Outcome 2

Research potential enterprise ideas within the creative industries

Knowledge and/or skills

- ◆ Vision and creative idea development
- ◆ Financial and business structures
- ◆ Legal/ethical and regulatory issues that relate to specific enterprises
- ◆ Planning strategies
- ◆ Self-organisation

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can present potential enterprise ideas within the creative industries. The presentation must include reference to all of the knowledge and/or skills above.

Evidence for this Outcome should be produced in the candidate's own time and can take the form of either a written assignment or an oral presentation. Diagrams and/or slides may be included in the presentation, where appropriate.

A tutor observation checklist and a self-evaluation checklist should be retained as evidence of performance for each candidate. Oral presentations should be recorded on a high quality format and kept as evidence for external moderation.

Assessment guidelines

The evidence for this Outcome can be produced as a stand-alone assessment, although it should ideally form part of an integrated single holistic assessment covering all Outcomes with candidates preparing and developing a business plan of an enterprise of their own devising.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Outcome 3

Demonstrate entrepreneurial skills

Knowledge and/or skills

- ◆ Leadership
- ◆ Negotiation strategies
- ◆ Teamwork and communication
- ◆ Persuasion skills

Higher National Unit specification: statement of standards (cont)

Unit title: Entrepreneurship in the Creative Industries

- ◆ Time management
- ◆ Financial management
- ◆ Networking skills
- ◆ Intuitive decision making

Evidence requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can demonstrate entrepreneurial skills for a business proposal within the creative industries. The presentation must include reference to all of the knowledge and/or skills above.

Evidence for this Outcome should be produced in the candidate's own time and can take the form of either a written assignment or an oral presentation. Diagrams and/or slides may be included in the presentation, where appropriate.

A tutor observation checklist and a self-evaluation checklist should be retained as evidence of performance for each candidate. Oral presentations should be recorded on a high quality format and kept as evidence for external moderation.

Assessment guidelines

The evidence for this Outcome can be produced as a stand-alone assessment, although it should ideally form part of an integrated single holistic assessment covering all Outcomes with candidates preparing and developing a business plan of an enterprise of their own devising.

Should there be ambiguity regarding a candidate's response, oral questioning may be used to eliminate any doubt as to the candidate's understanding. The lecturer should note questions and responses.

Administrative Information

Unit code: DR0T 35

Unit title: Entrepreneurship in the Creative Industries

Superclass category: AB

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Version	Description of change	Date
02	Removal of Word Count and Presentation Length.	20/05/11

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Higher National Unit specification: support notes

Unit title: Entrepreneurship in the Creative Industries

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

Guidance on the content and context for this Unit

This Unit is designed to enable candidates to understand the concept of entrepreneurship to develop business ideas within the creative industries. Candidates will analyse and build an understanding of these skills and develop them to explore potential opportunities and engage in a personal enterprise. Emphasis is placed on the ability to recognise market opportunities, communicate a convincing business plan and network effectively. An important aspect will be experiential learning, integrated with theory. Candidates should participate in the running of their enterprises as much as is possible and make contacts with real entrepreneurs (direct and as guest lectures). In addition case studies could be used focusing on examples of successful as well as non-successful creative entrepreneurs.

It is recommended that candidates should have undertaken HN Units: Working in the Creative Industries (DJ3A 34) and Creative Industries Infrastructure (DJ21 34) prior to commencing this Unit.

Guidance on the delivery and assessment of this Unit

This is an optional Unit within the frameworks for the Group Awards: HND Music, HND Music Business and HND Sound Production. As a result, liaison should take place, where appropriate, with those involved in the delivery of the course, in order to pool collective knowledge and resources.

Because this Unit will be delivered to a variety of candidate groups teaching and research should be slanted towards their individual needs. The latest materials and examples from current business practice should be used to highlight and illustrate the differences between organisations. In addition to the classroom explanations and discussions that this Unit provides, candidates should be encouraged to make use of relevant websites to gather information for themselves. Direction may be required on the location of useful information sources, however candidates should be encouraged to use their initiative to discover the other various sources of information available. In order to achieve the Outcomes it is recommended that the candidate should carry out extensive research — both traditional and internet based.

Each of the three Outcomes can be assessed individually or by combining for Outcomes

Alternatively, the whole Unit could be assessed holistically where candidates prepare and develop a business plan for an enterprise of their own devising. The business plan should be presented in written or oral form. It may be prudent that the plan is submitted in stages so that the candidate's progress can be monitored and advice given before the final presentation is submitted.

Higher National Unit specification: support notes (cont)

Unit title: Entrepreneurship in the Creative Industries

Open learning

This Unit could be delivered by open learning. However, it would require planning by the centre to ensure the sufficiency and authenticity of candidate evidence. Arrangements would have to be made to ensure that the assessment(s) are delivered in an appropriate manner.

For further information and advice please refer to *Assessment and Quality Assurance for Open and Distance Learning* (SQA, — publication code A1030).

Candidates with additional support needs

This Unit specification is intended to ensure that there are no artificial barriers to learning or assessment. The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on the SQA website www.sqa.org.uk.

General information for candidates

Unit title: Entrepreneurship in the Creative Industries

This optional Unit is designed to develop your knowledge and understanding of entrepreneurship in the creative industries.

The Unit is broken down into three Outcomes and on completion of the Unit you should be able to:

- 1 Develop market research strategies.
- 2 Research potential enterprise ideas within the creative industries.
- 3 Demonstrate entrepreneurial skills.

In order to investigate these areas and issues, and for the purposes of the assessment, you will be required to undertake directed research.

This research will utilise statistics and other materials. This data is particularly useful for research in different world markets and establishing the extent to which potential development may succeed.

Each Outcome can be assessed separately. In this case you would be expected to provide evidence for each of the Outcomes in the form of either a written assignment or an oral presentation. Diagrams and/or slides may be included in the presentation, where appropriate.

Alternatively, the whole Unit could be assessed holistically where you will prepare and develop a business plan for an enterprise of your own devising. The business plan should be presented in written or oral form. Diagrams and/or slides may be included in your presentation, where appropriate.