

BA (Hons) Creative and Cultural Entrepreneurship

Is it for me?

This course is an intensive two year degree programme that will help you to succeed in today's global economy. You'll want to run your own business or work for a creative enterprise, but either way, you'll graduate a year ahead of your peers.

Run over six semesters, this demanding course will ask a lot from you - and you'll be the sort of person who expects a lot from yourself. You'll spend one semester in India and do an extended field trip in the Far East, so you'll need to be open to different cultures.

Success in this course will take dedication, stamina, mental strength and flexibility. Theory won't be enough for you - you'll have to put it into practice and enjoy learning by doing.

We're taking on a maximum of 25 students each year so you'll be expected to work in small groups, on real projects, where everyone will have to contribute to the team.

After two years, we expect that some students will graduate already running their own successful businesses. Get through this course and you'll feel you can do just about anything.

What will I study?

Semester 1: October 2007 – January 2008

Based at the Portsmouth Centre for Enterprise (PCE), you'll get a theoretical grounding in enterprise and the chance to develop your capability. Subjects include:

- Creativity and Idea Generation
- Running your own business
- Enterprise in practice
- Positive Psychology of Enterprise
- Study Skills
- Intercultural Communication

Semester 2: February 2008 – June 2008

You're off to India for a placement with one of our host institutions to study and gain exposure to real business issues. You'll be examining enterprise from a cross-cultural perspective in a setting that interests you, such as Fashion and Textiles; Animation and Gaming; Business and Management; Graphic and Interior Design; Film, Broadcast and TV.

You'll learn to live and work in an unfamiliar environment, although as far as possible you'll be paired up with a fellow student. You'll have good accommodation and we'll help you with transport and even supply a local mobile phone.

Semester 3: July 2008 – September 2008

While most other students will be off for their summer break, you'll be back for Summer School. Working in a 'Master Class' format, you will study:

- Marketing & Promotion
- Entrepreneurial Leadership
- Motivation and Mental Toughness

You will also have access to the support, advice and facilities of the PCE Business Development Units to develop your own business idea.

Semester 4: October 2008 – January 2009

Following a short holiday (you'll have earned the break!) you'll study:

- Career and Research Management
- Start-Up Finance
- Sales
- Problem Solving
- Conflict Resolution
- A choice of other subjects, such as Business Ethics or Intellectual Property Law





Semester 5: February 2009 – June 2009

Your studies are brought to life on an extended three to four week field trip, where you will work on a social enterprise, probably in the Philippines. With a focus on developing economies, you'll study units such as:

- Save the World - Social Enterprise
- Globalisation, poverty and developmental entrepreneurship
- 'Futurescoping' – looking at how tomorrow's consumers and markets may behave

Semester 6: July 2009 – September 2009

Back in Portsmouth, your efforts will focus on your own business or project idea, which will form the centre of your business plan and dissertation.

This is not just a paper exercise, as you'll be expected to implement your ideas and exemplify the 'learning by doing' philosophy of the course.

How can I get a place?

You don't need a detailed business idea, just the commitment to contribute your own ideas and to see what happens when you try to make them reality.

We're looking for evidence that you are self-motivated, a good team worker and will thrive on change. These personal attributes are more important to us than your academic performance, but as a guide we'll expect 240 UCAS points or equivalent, to include at least 2 x 6 unit awards. We're keen to hear from candidates with experience since leaving formal education, or who have vocational or Access qualifications. International students are welcome, but need IELTS 6.5 or TOEFL 650.

Eligibility

Students must ensure their own eligibility for visa entry clearance for the purpose of study in the UK, India, China and the Philippines.

Further information

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Please note that this information is correct to the best of our knowledge at the time of writing (June 2007). We reserve the right to vary any element of this programme, subject to maintaining equivalent academic and quality standards. Should you wish to enrol on the programme, we will provide specific details of the course dates, administration and other elements of the programme, but it is your responsibility to ensure that these meet your needs.