

PART A: GENERAL INFORMATION

1.	Module Title		Business of Innovation (EXBI7001)
2.	School		Escape Studios
3.	Level		7
4.	Total Credits/ ECTS Value		30 (15 ECTS)
5.	Total Synchronous Contact Hours		84
6.	Programme(s) to which the Module Contributes		MArt The Art of Video Games MArt The Art of Visual Effects MArt The Art of Computer Animation (2D/3D) Technical Art for Games & VFX (Integrated Masters) MSci (Hon) Video Games Design (Integrated Masters) MSci (Hon) Character Creation for Animation, Games & VFX (Integrated Masters) MSci (Hon)
7.	Related Modules	Pre-requisites	None
		Co-requisites	None
		Post-requisites	None
		Excluded Combinations	None
8.	External Accrediting Body (If applicable)		N/A
9.	Modes of Study		Full-time
10.	Delivery Site(s)		Escape Studios, London

PART B: MODULE LEARNING OUTCOMES**11. Learning Outcomes**

On successfully completing the module students will be able to:

1. Demonstrate a systematic understanding of established and emerging theories for business modelling and management of the creative industries
2. Research existing and emerging markets to identify opportunities
3. Critically evaluate existing practices to develop new sustainable models for the creative industries
4. Evaluate and select tools and theories for supporting innovation
5. Foster a culture of sustainable creativity and collaboration
6. Communicate and defend complex ideas, concepts and proposals in a variety of settings and to specialist and non-specialist audiences

PART C: RATIONALE AND DELIVERY**12. Synopsis of the Curriculum**

- Business modelling
- Startup/SME basics
- Finance and legal
- Purpose-driven business
- Pitching to investors

13. Learning and Teaching Methods

The module follows the Craft module model, but with self-directed study under the guidance of a tutor becoming the primary learning mechanism. These may be augmented with tutor-led sessions, tutorial and seminars from visiting tutors and professionals as required. Through this theory is considered in the wider context of the specialism, building their knowledge and understanding alongside their intellectual and practical skills.

14. Contact Hours

Module Credit Value	Scheduled Learning Activities	Guided Independent Study	Total Learning Hours
30 credits	Tutorial sessions (36 hours) Studio time (54 hours)	Preparation for classes, guided research, assignment preparation and development (210 hours)	300 hours

15. Assessment Methods**Formative Assessment**

Formative assessment will be provided throughout the module, both in terms of feedback on work in progress during the contact hours.

Summative Assessment**Assignment 1: Business Plan (75%)**

Approximately 12-16 weeks of development work.

Assignment 2: Pitch (25%)

Approximately 15-20 minutes

Re-sits

Students who fail this Module will be permitted to submit revised assessment components in accordance with the Academic Regulations

16. Map of Module Learning Outcomes to Learning, Teaching and Assessment Methods

Learning outcome	1	2	3	4	5	6
Learning/ teaching						
Skills Sessions	X	X			X	X

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Studio Time	X	X	X	X	X	X
Assessment method						
Business Plan	X	X	X	X	X	X
Pitch			X	X		X

17. Indicative Reading List

This is an indicative list, correct at the time of publication. Reading lists will be published at least annually.

- The Reflective Practitioner: How Professionals Think in Action, Donald Schon, Basic Books (1984)
- The Work-Based Learning Student Handbook, Dr Ruth Helyer, Palgrave Macmillan (2015)
- Ed Catmull Dr, Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, 8 Apr 2014
- Inside VFX: An Insider's View Into The Visual Effects And Film Business, Scott Ross, CreateSpace Independent Publishing Platform (2014)
- Blue Ocean Strategy, W. Chan Kim, Harvard Business Review Press (2015)
- Zag: The #1 Strategy of High-Performance Brands, Marty Neumeier, New Riders (2006)
- The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, Eric Ries, Portfolio Penguin (2011)
- Creativity, Inc., Ed Catmull, Bantam Press (2014)
- Start With Why, Simon Sinek, Penguin (2011)
- The Infinite Game, Simon Sinek, Penguin (2018)

Electronic

- VFX Soldier <https://vfxsoldier.wordpress.com/>
- Animation World News <http://www.awn.com/vfxworld>
- Business Model Generator <http://www.businessmodelgeneration.com/>
- Tech Stars <http://www.techstars.com/>
- Oxygen Accelerator <http://www.oxygenaccelerator.com/>
- The Happy Start-up <http://www.thehappystartupschool.com/>
- Start-up Donut <http://www.startupdonut.co.uk>
- Wired <http://www.wired.com/category/business>
- Forbes <http://www.forbes.com/>
- Start-ups <http://startups.co.uk/raising-finance/>
- Government Funding Schemes <https://www.gov.uk/starting-up-a-business/get-funding>

18. Inclusive Module Design

We recognise and have incorporated the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with relevant policies and support services. Furthermore, the module design has sought to embed inclusive curriculum content.

MODULE SPECIFICATION

Date of initial approval	July 2023
Date of revision	N/A
Version number	1
Effective from	September 2024