

Course code	GCIN2015
Course Title	Entrepreneurship in Creative Industries
Credit	6 credits
Course Period	15 July 2019 – 2 August 2019
Class Day and Time	Monday – Friday, 2:00pm – 5:00pm
Course Description	<p>Creative entrepreneurs bridge the gap between arts/culture and economy/consumption. They are keys in defining what culture to be consumed and promoted. This course discusses the most critical essences of a successful Creative entrepreneur. It showcases a holistic approach of entrepreneurial process and the importance of creativity and innovation in modern cultural industrial world. Through this interdisciplinary program that covers theoretical and functional areas of recent development in global and China creative industries, together with coherent and detailed knowledge of creative entrepreneurship, students will learn how creative ideas, inventions, and skills are generated and transformed into commercial and social ventures. Special emphasis will be placed on China context where the industry is undergoing a booming time.</p>
Learning Outcomes	<p>On successful completion of this course, students should be able to:</p> <ol style="list-style-type: none"> 1) demonstrate the ability to explain the core competencies and business practices of entrepreneurship in creative industries 2) demonstrate the ability to engage in critical and logical examination of their suitability of being and the relevant knowledge and skills needed as creative entrepreneurs 3) demonstrate the ability to critically examine the government policies, business environment and market practices of cultural industries in China context
Study Load	45 contact hours + 105 learning hours
Assessments	<p>Class Participation (20%) Coursework (80%): Written Assignments + Group Project + Presentations</p>