

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 is essentially group seminar-based throughout the two years, supplemented by one-to-one tuition.

Year 1

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.

Mapping the Landscape Essay

An assignment agreed between student and Tutor to focus on one aspect of business thrown up by the Mapping the Landscape module. The deadline for this assignment will fall in the middle of Term 2.

Business Case Study (of a UK or non-UK business)

This will involve interviews with the principals (where feasible) and focussing on the dynamics of success/failure of that business. Students will be expected to research and arrange these themselves, in collaboration with the teaching staff. This is a written project that will also be presented to the group. Students are expected to examine a business operating in a business area outside their own experience and 'comfort zone'. The case study is meant to test the students' capability for research; analysis and comprehension of an unfamiliar area; and writing and communication skills. This is a written project that will also be presented to the group. The deadline for this assignment will fall at the beginning of Term 3.

Creative Business Deck

This is a creative business proposal in the form of a slide deck (PowerPoint or similar). It is developed by the student, and includes the key elements of a business plan (Executive Summary, market scope etc.). It tests the student's learnings from Terms 1 and 2, and requires them to write a 'selling' proposal for the first time. This is a written project that will also be presented to the group. The deadline for this assignment will fall at the end of Term 3 and will be the final assignment of Year 1.

Year 2

Dissertation

The dissertation is developed in consultation with the dissertation tutor and written by the student over the course of the two years (7-10,000 words). The dissertation outline/proposal is delivered in June of Year 1. The deadline for the first chapter of the dissertation is in November during Year 1. The final dissertation is due in July of Year 2.

Marketing 360 & the Aardman Challenge

This is a course of lectures, class exercises, case studies and industry guests designed to equip students with a powerful overview of the critical role of marketing and branding in all aspects of the entertainment industry, combined with a unique collaborative project, The Aardman Challenge. The combined effect is to produce a rounded experience including theory, industry analysis, student exercises and presentations, and a practical, industry-real, self-starting collaborative endeavour.

The taught part of the schedule covers marketing across 9 dimensions, from an overview of entertainment marketing, through customer centricity and lifetime value, segmentation, nudging, traditional media, digital marketing, social media marketing, ethics and new technologies. It includes lectures, guests and a weekly classroom presentation exercise including homework.

The Aardman component requires students to research and find creative proposals from within the artist community at the NFTS, for development as a brand/commercialisation concept and presentation to a panel including the founders of Aardman Studios. The deadline for this assignment will fall at the end of Term 4.

Market Analysis

This is the analysis of an individual company and of the market in which it operates. It is conducted during and following the student's work experience, and is intended to provide the student with a detailed exposure to the commercial area into which they intend to launch their business as they complete the course. This is a written project that will also be presented to the group. The deadline for this assignment will fall at the start of Term 6.

Careers in the Entertainment Industry

In the last term of the course, students revisit the same industry-wide approach that was taken in the Mapping the Landscape module of the first term, and bring in a selection of industry guests weekly to chart their own journeys in different sectors of entertainment, from radio to theatre, from streaming to production.

Students are helped with practical steps from CV and LinkedIn-writing to networking and industry contact-building. By the end of the final term, students should have a clear idea of the sector and role they would like to target, and will have made contact with a number of potential employers in the space.

Final Business Portfolio

The Final Business Portfolio is a fully researched, market-ready business plan and set of financial forecasts, which is ready to present for financing. The deadline for this assignment will fall at the end of Term 6 and will be the final assignment of the course.

Students take responsibility for devising their approach to fulfilling the requirements of assignments and obtaining access to the industry professionals and experts (other than course tutors) needed to develop it. A professional attitude is required at all times and is supported and overseen by the teaching staff, who aim to challenge and nurture the student's talent without undermining their independence.

All eight modules and assignments require students independently to research options, which are then tested out in seminars with tutors and peers, before the selection of the final topic.

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; Masterclasses 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.