COURSE DETAIL

CREATIVE BUSINESS ACCELARATOR
Country United Kingdom - England
Host Institution Sotheby's Institute of Art
Program(s) Sotheby's Institute of Art, London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 142
UCEAP Course Suffix
UCEAP Official Title CREATIVE BUSINESS ACCELARATOR
UCEAP Transcript Title CREATIVE BUSINESS A
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description

In this course, students learn to develop and present a business plan for a commercial or social enterprise within the creative economy. The course equips students with the tools and entrepreneurial skill to rigorously plan, resource, and deliver their own proposal or product launch, as well as articulate and communicate its relevance in a rapidly changing landscape. Students gain a range of sought-after hard and soft skills, across five key areas: market analysis, product or service design, branding, assessing resources, and an in-depth financial forecasting. Regular group and project-based activities help to foster an inclusive and entrepreneurial learning environment. Lectures, seminars, and panels led by specialists and leaders drawn from the commercial art, finance, and startup sectors also help students to generate entrepreneurial sparks to resolve some of the issues facing the contemporary art world. This course culminates in a “shark tank” event, where students present a unique idea to a panel of experts, offering opportunities for networking, advice, and potential investment.

Language(s) of Instruction
English

Host Institution Course Number
SA06

Host Institution Course Title
CREATIVE BUSINESS ACCELERATOR

Host Institution Course Details
https://www.sothebysinstitute.com/london/study-abroad-in-london

Host Institution Campus
Sotheby's

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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