

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 ACCELARATOR

Host Institution Campus

Sotheby's

Host Institution Faculty

Host Institution Degree

Host Institution Department

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