

Course Outline

Course Code, Number, and Title:

BUSM 1901: Entrepreneurship for Creative Industries I

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

Many graduates of creative arts programs will operate their own businesses. In this course, students examine the creative industries from the perspective of an entrepreneur wishing to start a business upon graduation. From developing a new audience and building a business plan to building and managing an effective marketing strategy, all facets of the business side of creative industries are covered. Registration in this course is restricted to students admitted to the following programs: Diploma in Design Formation, Diploma in Fine Arts, Diploma in Professional Photography, Diploma in Publishing, and Certificate in Film Arts.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Apply entrepreneurial principles to a creative industries business.
- Identify business opportunities and conduct feasibility analysis
- Perform and analyse industry research to a new or existing business.
- Interpret and work with balance sheets, income statements and financial documents to develop a basic business plan.
- Identify, analyze and evaluate the target market
- Develop strategies for launching products or services and effectively bringing them to market
- Determine marketing strategies for a target audience and apply appropriate marketing techniques.
- Describe how different business structures and legal issues impact a business.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

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Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

Assessments and Weighting:

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: