This unique MA programme is designed for students who intend to start and run innovative businesses where the way you do things is as important as what you do. It is based in a university but run by leading practitioners from the creative industries, ensuring you receive the highest-quality practice-based learning.

**Degree summary**

Students learn all necessary skills using 'rapid prototyping' and 'lean' entrepreneurship tools together with inventive practices from the creative industries.

- Students will learn to initiate a creative enterprise project; to apply creative arts practice approaches to enterprise and business activities; to think critically about the relationship between ethos and delivery in starting a business; to master the lean start-up skills needed to initiate, grow and establish a new enterprise; and to critically assess and reform enterprise activities.

- Students follow UCL School of Management’s lean start-up model and learn creative practices to provide them with the understanding, critical abilities and skill sets that will enable them to develop innovative, desirable and distinctive new products and start up the value-rich, ethos-driven companies that will take those products to market and thrive in the contemporary world.

- Students have access to a wide range of innovation-focused initiatives and events at UCL, including the London Entrepreneurs’ Challenge, weekly networking events and the Knowledge Exchange Associates scheme. UCL is based near London’s ‘Tech City’.

The programme is delivered through a combination of practical tutorials, lectures, seminars, masterclasses, and class discussion. Students are given the opportunity to attend weekly lectures from leading global entrepreneurs and venture capitalists. Assessment is through presentations, coursework, long essay, class participation, open-book and unseen examination, and the dissertation.

**Degree structure**

**Mode:** Full-time: 1 year; Part-time: 2 years  
**Location:** London, Bloomsbury

Students undertake modules to the value of 180 credits. The programme consists of eight core modules (120 credits), and a research dissertation (60 credits).

### Core Modules
- Introduction to Social Theory
- Creative Enterprise
- Creative Product Development
- Collaborative Enterprise
- Customer Development and Lean Startup
- Entrepreneurial Finance
- Entrepreneurial Marketing and Analytics
- Managing the Growing Firm

### Optional Modules
- There are no optional modules for this programme.

### Dissertation/Report
- All students undertake an independent research project working with a real-world mentor from the London creative start-up community and a supervisor from the Creative and Collaborative Enterprise MA teaching team. The project culminates in a 10,000-word dissertation and includes a high-quality business or new venture plan.
Your career

The MA is aimed at students who want to work in one of the nine creative sectors recognised by the Department for Culture, Media and Sport; these include advertising, architecture, IT, and the visual arts.

Employability

The creative sector now accounts for around 10% of the UK’s GDP. In recent years employment in the sector has grown four times faster than the workforce as a whole. By graduation students will have acquired a range of essential business skills, be well versed in developing and harnessing their creative powers, and will have learnt how to appreciate the environment within which their businesses will operate.
Entry requirements

Normally a minimum of an upper second-class Bachelor’s degree from a UK university or an overseas qualification of an equivalent standard. Relevant experience will also be considered when assessing candidates.

English language proficiency level

If your education has not been conducted in the English language, you will be expected to demonstrate evidence of an adequate level of English proficiency.

The level of English language proficiency for this programme is: Good.

Information about the evidence required, acceptable qualifications and test providers is provided at: www.ucl.ac.uk/graduate/english-requirements

Your application

Students are advised to apply as early as possible due to competition for places. Those applying for scholarship funding (particularly overseas applicants) should take note of application deadlines.

When we assess your application we would like to learn:

// why you want to study the Creative & Collaborative Enterprise MA
// why you want to study at UCL
// what particularly attracts you to the Creative & Collaborative Enterprise MA
// how your academic and professional background meets the demands of this challenging programme
// where you would like to go professionally with your degree.

Together with essential academic requirements, the personal statement is your opportunity to illustrate whether your reasons for applying to this programme match what the programme will deliver. Applicants who have a portfolio are strongly recommended to submit it when they apply.

Successful applicants to this programme will be required to pay a tuition fee deposit dependent on their mode of study and fee status as given below:

// UK/EU full-time: £2,000
// UK/EU part-time: £1,000
// Overseas full-time: £2,000
// Overseas part-time: £1,000

Further details can be found on the Fees and funding page.

FEES AND FUNDING 2017/18 ENTRY

// UK: £15,460 (FT)
// EU: £15,460 (FT)
// Overseas: £23,710 (FT)

The tuition fees shown are for the year indicated above. Fees for subsequent years may increase or otherwise vary. Further information on fee status, fee increases and the fee schedule can be viewed on the UCL Current Students website.

Full details of funding opportunities can be found on the UCL Scholarships website: www.ucl.ac.uk/scholarships

APPLICATION DEADLINE

All applicants: 28 July 2017

Details on how to apply are available on the website at: www.ucl.ac.uk/graduate/apply

CONTACT

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EU referendum

For up-to-date information relating to specific key questions following the UK’s decision to leave the EU, please refer to www.ucl.ac.uk/eu-referendum