CREATIVE AND COLLABORATIVE ENTERPRISE MA / 2019/20 ENTRY

www.ucl.ac.uk/graduate/
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 and run by leading practitioners from the creative industries, ensuring you receive the highest-quality practice-based learning.

**Degree summary**

Students learn all the necessary skills of Lean Startup together with some inventive tools and practises from the performing arts to implement their enterprise ideas and embark on their entrepreneurial journey.

- 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 when 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 learn creative practices and follow UCL School of Management’s lean start-up model 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 programmes offered by UCL innovation & Enterprise. We endeavour to find ways to put you in touch with relevant individuals in the creative and startup networks and communities thriving in London.

The programme is delivered through a combination of practical tutorials, lectures, seminars, masterclasses, and class discussion. Students are given the opportunity to attend lectures from leading global entrepreneurs and venture capitalists. Assessment is through presentations, coursework, long essay, class participation, project portfolio, 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 seven core modules (105 credits), one elective module (15 credits) and a research dissertation (60 credits).

Please note that the list of modules given here is indicative. This information is published a long time in advance of enrolment and module content and availability is subject to change.

<table>
<thead>
<tr>
<th><strong>COMPULSORY MODULES</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Social Theory</td>
<td></td>
</tr>
<tr>
<td>Creative Product Development</td>
<td></td>
</tr>
<tr>
<td>Creative Enterprise</td>
<td></td>
</tr>
<tr>
<td>Collaborative Enterprise</td>
<td></td>
</tr>
<tr>
<td>Customer Development and Lean Startup</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurial Finance</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurial Marketing and Analytics</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>OPTIONAL MODULES</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>There are no optional modules for this programme.</td>
<td></td>
</tr>
</tbody>
</table>

- Students choose one option module from UCL that is relevant to their enterprise idea.

<table>
<thead>
<tr>
<th><strong>DISSERTATION/REPORT</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Your career

The MA is aimed at students who want to startup innovative values led enterprises 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 recognise and develop enterprise opportunities.
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 and Collaborative Enterprise MA
- why you want to study at UCL
- what particularly attracts you to the Creative and 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.

Experience of making or doing things that people want or need.

There is an application processing fee for this programme of £75 for online applications and £100 for paper applications. Further information can be found at:
www.ucl.ac.uk/prospective-students/graduate/taught/application.

FEES AND FUNDING 2019/20 ENTRY

// UK: £16,420 (FT), £8,350 (PT)
// EU: £16,420 (FT), £8,350 (PT)
// Overseas: £26,110 (FT), £13,340 (PT)

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 Students website.

All full-time students are required to pay a fee deposit of £2,000 for this programme. All part-time students are required to pay a fee deposit of £1,000.

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

APPLICATION DEADLINE

All applicants: 26 July 2019

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

CONTACT

Mr Gregory Thompson, Course Leader
Email: gregory.thompson@ucl.ac.uk
Telephone: +44 (0)20 3108 6697

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/brexit