

A Short Learning Programme (SLP) in ENTREPRENEURSHIP FOR THE ARTS, CULTURAL AND CREATIVE INDUSTRIES

Tshwane University of Technology (TUT) Arts Incubator
Centre for Creative Industries

BRIEF DESCRIPTION

This programme is designed to provide capacity building in entrepreneurship, financial management, strategic planning, leadership, intellectual property management and practical instruction for starting and growing their small arts, cultural and creative businesses. In addition, it will offer a platform to help participants understand and fulfil the compliance requirements of specific cultural/creative sector financiers, as well as increase their skills and knowledge around pitching and business presentation.

LEARNING OUTCOMES

After completion of this course the participants should be able to:

- i. identify and assess own business ideas/opportunities for a new venture,
- ii. demonstrate an understanding of the relationship between costs, revenue and profits,
- iii. develop and present business, financial and/or marketing plans based on a budget for a new or existing arts/cultural/creative venture,
- iv. identify alternative sources to secure finance for a new venture, and
- v. use knowledge of legal requirements to ensure compliance with legal and organisational requirements in an arts/cultural/creative environment.

WHO SHOULD ATTEND?

- i. The short course will be valuable to individuals who need to build capacity for starting and growing their small arts, cultural and creative businesses
- ii. university graduates who wish to pursue entrepreneurship within arts, cultural and creative industries
- iii. Arts and Cultural industry practitioners and administrators

ADMISSION REQUIREMENT

It is assumed that the participant registering for this programme has at least an NQF level 4 qualification and/or relevant experience in managing an art, cultural and creative enterprise and learned to read, interpret and produce detailed artistic projects.

PRESENTER

The course shall be offered by Dr Patrick E. Ebewo of the Arts Incubator, Faculty of the Arts of Tshwane University of Technology (TUT) in Pretoria, South Africa.

VENUE & REQUIREMENTS

This 3-week short course will be presented at the Arts Campus, Tshwane University of Technology (TUT) in Pretoria. The street address of TUT Arts Incubator is 24 Du Toit Street, Pretoria 0001. Participants must come with their own laptops. Free wifi will be provided to participants.

ASSESSMENT

In this programme formative assessment will be conducted by means of in-class activities, oral presentations and project assignment. All 3 types of assessments are compulsory. Participants who pass the short course will be given a certificate of competence.

COURSE FEE (NO VAT PAYABLE)

The course fee is R6, 900 per participant and includes lecture notes, study materials and simple refreshments. The fee excludes travel, accommodation and subsistence allowance.

