

1. **Title of the module**

The Business Plan – CA306

2. **School or partner institution which will be responsible for management of the module**

National Centre for Circus Arts

3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

4. **The number of credits and the ECTS value which the module represents**

10 Credits (5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring terms or Spring and Summer terms

6. **Prerequisite and co-requisite modules**

N/A

7. **The programmes of study to which the module contributes**

BA (Hons) in Circus Arts

8. **The intended subject specific learning outcomes.**

**On successfully completing the module students will be able to:**

- 8.1 Submit coherent and comprehensive business plan for a circus project which is accessible to both a circus and non-circus related audience
- 8.2 Demonstrate a comprehensive understanding of a specific aspect of business within the circus arts
- 8.3 Articulate their artistic and/or entrepreneurial vision and objectives and translate these into a practical plan
- 8.4 Identify what sets them apart from others in the sector
- 8.5 Explain clearly the technical and health & safety requirements needed for the realisation of a project where relevant
- 8.6 Promote themselves as professional artists and/or entrepreneurs

9. **The intended generic learning outcomes.**

**On successfully completing the module students will be able to:**

- 9.1 Manage a project independently with a minimum level of supervision
- 9.2 Engage in creative problem solving to make appropriate decisions within complex and/or unpredictable situations
- 9.3 Implement knowledge in the use of information technology; internet, e-mail, word-processing and spreadsheet software as well as tools specific to their specific professional needs
- 9.4 Demonstrate an understanding of budgeting, projected forecasts and financial risks
- 9.5 Demonstrate the ability to collaborate with others through the exercise of initiative and personal responsibility
- 9.6 Initiate a project as a means of furthering professional development

10. **A synopsis of the curriculum**

The Business Plan module builds upon the experience and knowledge of circus performance context students have acquired earlier in the course, and seeks to articulate the needs of the individual in an artistic sense alongside the needs of a profession in a business sense. The assignment consists of a reasoned personal evaluation of a specific circus based business proposition and the submission of a business plan to be implemented once they have graduated from the course. This will be supported by appropriate illustrative materials (budgets, photos, CV's etc.) and will require the student to undertake and engage with a range of research methods.

Students will be participating in a series of lectures and training sessions to help them develop a business plan that they will be able to put to use once they graduate from the course. Business plans can be individual or submitted by a group.

Some sessions will be held off-site, others at the National Centre for Circus Arts. All Business Plan projects will be assigned a mentor who may be a member of the National Centre's Senior Management Team, a National Centre Board Member or a volunteer from a financial institution.

## 11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)

Students are provided with a Business Plan reader pack containing handouts/essential readings covering the following topics, among others:

- Business Plan Contents and Models
- Income, Budgeting and Funding
- Vision, Mission and Objectives
- Pitching
- PEST and SWOT Analyses
- SMART Objectives

## 12. Learning and teaching methods

Lectures, seminars and tutorials:	30 hours
These will address learning outcomes 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 9.1, 9.2, 9.3, 9.4, 9.5 and 9.6	
Independent Study:	70 hours
These will address learning outcomes 8.1, 8.2, 8.3, 8.4, 8.5, 8.6, 9.1, 9.2, 9.3, 9.4, 9.5 and 9.6	
Total Study Hours:	100 hours

## 13. Assessment methods

Assessment of the Business Plan will count for 100% of the grade for the module

Students are permitted to work collaboratively, with a pair or a group of students submitting a single Business Plan. Where a Business Plan is submitted as a collaborative project by two or more students, each student will undertake a short viva with two assessors, to ensure that each member of the collaboration has met the intended learning outcomes of the module. Students who have submitted a collaborative business plan may therefore receive different grades for the overall module, reflecting the outcome of the viva.

All elements for assessment must be completed/submitted.

**14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)**

Module learning outcome		8.1	8.2	8.3	8.4	8.5	8.6	9.1	9.2	9.3	9.4	9.5	9.6
Learning/teaching method	Hours allocated												
Lectures, seminars and tutorials	30	X	X	X	X	X	X	X	X	X	X	X	X
Independent study	70	X	X	X	X	X	X	X	X	X	X	X	X
Assessment method													
The Business Plan		X	X	X	X	X	X	X	X	X	X	X	X

**15. Inclusive module design**

The National Centre for Circus Arts recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

**16. Campus(es) or centre(s) where module will be delivered**

National Centre for Circus Arts

**17. Internationalisation**

The student body at the National Centre for Circus Arts is an international community, providing the Centre with the opportunity to share experiences and prior learning in Circus Arts (a relatively young and rapidly developing international discipline), and with the benefits of cross-cultural understanding.

Graduates from the National Centre work in a wide range of contexts internationally. To retain our focus on employability we continue developing the skills and attributes which will enable students to compete for employment world-wide. We ensure that the curriculum content reflects relevant

international or global developments in Circus Arts and we embed learning through international perspectives.

Curriculum content is informed by theoretical concerns and practice based research from around the world. Our team of circus, movement, theatre and contextual studies tutors, as well as visiting lecturers, directors and choreographers, are continually engaged with professional development and skill sharing with international colleagues, bringing global techniques and principles to the programme.

**If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.**

**18. Partner College/Validated Institution**

National Centre for Circus Arts

**19. University School responsible for the programme**

School of Arts

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)