

## Module Layout ΠΠΑ616/Cultural and Creative Industries

<b>Faculty</b>	ΣΑΚΕ	Faculty of Humanities and Social Sciences	
<b>Programme of Study</b>	ΠΠΑ	Cultural Policy and Development	
<b>Module</b>	ΠΠΑ616	Cultural and Creative Industries	
<b>Level of Study</b>	<b>Undergraduate</b>		<b>Graduate</b>
		<b>Master</b>	<b>Doctoral</b>
		√	
<b>Language of Instruction</b>	Greek		
<b>Mode of Delivery</b>	Distance		
<b>Module Type</b>	<b>Required</b>		<b>Electives</b>
			√
<b>Number of Group Consulting Meetings</b>	<b>Total</b>	<b>Physical Presence</b>	<b>Online</b>
	5	-	5
<b>Number of Assignments</b>	2		
<b>Final Grade Calculation</b>	<b>Assignments</b>	<b>Weekly Activities</b>	<b>Final Exam</b>
	30%	10%	60%
<b>Number of European Credit Transfer System (ECTS)</b>	15		

### Module Description

The Module ΠΠΑ616, "Cultural and Creative Industries", consists of seven (7) sub-units. The course is a continuation of ΠΠΑ521 "Cultural Economics and Management" (one of the three compulsory modules of the MA programme), with a focus on social entrepreneurship, and especially on the financing, budgeting, planning and sustainability of a cultural industries. It deals with conceptual, methodological and historical issues concerning the identification of cultural and creative industries, and examines how the term emerged, and what it means today.

The course investigates the cultural and creative industries in Cyprus and Greece, and studies the creative value chains, i.e. what happens on each "production" stage in each creative sector, taking into account their peculiarities. It analyses issues of applied entrepreneurship in the European context, and ways of drafting business plans and strategies that will lead to sustainable proposals.

The Module focuses in particular on:

- The latest researches on the cultural and creative industries internationally, including those referring to Cyprus and Greece.
- Introducing the theory and analysis of entrepreneurship, and implementing key business analysis tools in the field of culture and creativity.
- Innovation, social entrepreneurship, new technologies and flexible financing tools.
- Projecting models of cultural management and administration to real cultural enterprises and organisations (through the applied nature of the assessment assignments).
- Cultivating critical thought, initiative and responsibility to future cultural managers.

### Pre-requisite Modules

--

### Co-requisite Modules

--

<b>Grading Scheme</b>			
<b>Assessment Method</b>	<b>Percentage on Final Grade</b>	<b>Workload</b>	
		<b>Hours</b>	<b>ECTS</b>
<b>Weekly Interactive Activities</b>	10%	280 - 330	11
<b>Assignment 1</b>	15%	50 - 60	2
<b>Assignment 2</b>	15%	50 - 60	2
<b>Final/Repeat Examination</b>	60%	3	-
<b>Total</b>	<b>100%</b>	<b>375 - 450</b>	<b>15</b>

#### **Grading Rules and Assessment methods**

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e.  $90\% \times 10 = 9$ , etc.
- Passing rate
  - 50% of the Assignments
  - 50% of the Interactive Activities
  - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ( $\geq 50\%$ ) in both their Assignments and Interactive Activities
  - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.