



# MA Media Enterprise

For the creative industries

**This highly flexible course is for anyone looking to start or improve their career in the creative sector.**

The MA Media Enterprise programme focuses on the individual, developing skills and confidence for professional development working in the creative and media industries. The course is designed to develop entrepreneurial skills, whether you are setting up a creative business, going freelance or want to be more entrepreneurial within your current job. The course is aimed at individuals working in the creative sector including design, media, crafts, music industry, publishing, graphic design, film and animation as practitioners, managers or consultants. Whatever stage of your career, the course can help you start up a business, move between careers or develop your current position.

Not only will this course improve your performance and employability, if you're starting up and already in business you'll be able to work on new or existing projects within your current work whilst developing entrepreneurial skills. Students on the course are able to gain understanding of key industry policies and issues while developing their own creative ideas into successful projects or business ventures. One of the key benefits of the course is the networking and exchange of ideas between students, lecturers and guest speakers.

## On the MA Media Enterprise you can:

- Learn from successful creative entrepreneurs
- Gain insight into the practical issues of setting up a business
- Understand how to turn an idea into a successful business
- Learn how creative businesses operate
- Develop critical awareness of your own strengths and weaknesses
- Identify how to source support and keep your skills updated
- Investigate digital developments in the creative and media industries and how this relates to your idea or business
- Explore and develop your own ideas
- Develop your entrepreneurial and managerial skills
- Gain a deeper understanding of the cultural and creative industries sector

## What are the entry requirements?

A first or second class degree and two references and/or, appropriate professional experience, other qualifications or achievements, as judged by the MA Media Enterprise team. Applicants are advised to read around the subject of media enterprise. International Students need IELTS 6.5.

## What are the fees for Home or EU students?

£3,930 Full Time, £1,700 per year Part Time for the academic year 2008/09

## How can I apply?

For an application pack please email [lauren.davies@bcu.ac.uk](mailto:lauren.davies@bcu.ac.uk), call 0121 204 9882, or visit [www.mediacourses.com](http://www.mediacourses.com) for course details.

## Course Director – Annette Naudin



Annette Naudin is the course director of the MA in Media Enterprise at Birmingham City University. Annette developed her entrepreneurial experience by setting up and running her own successful textile business supplying outlets such as Liberty, Harrods and exporting to Japan, USA and Europe.

Developing expertise in the creative industries and enterprise, she then worked as a consultant with clients including local authorities, Arts Council England and various creative industries organisations and projects. She completed a second MA in European Cultural Policy and Management enabling her to develop her academic interests.

Since joining Birmingham City University 2 years ago, she has coordinated the Creative Enterprise 2008 conference and is the co-author of a published paper on the subject of Creative Industries Enterprise and Curriculum Development. She is interested in the development and support for individuals in the creative industries sector and has recently been awarded a faculty Teaching Fellowship to research NESTA's (National Endowment for Science, Technology and the Arts) approach to teaching enterprise. As part of her role at the University, she is involved in various externally funded projects including Insight Out (a NESTA funded scheme for creative enterprises) and Service by Design (a business consultancy service).

### What do current students say about the course?



*"It has been very stimulating to be on this MA Media Enterprise course. Although very challenging, it is definitely one of the best decisions I ever made.*

*I very much enjoy having the scope to learn and discuss all the exciting topics in every module. But I also like how you can blend theory with the practice. This is due to the fact that the assignment briefs are very practical and you are encouraged to apply them directly to your project or business.*

*I have made my assignments complement one another, working on them is very much like matching pieces of the big puzzle called the Business Plan."*

**Marina Ibrahim** – SP/ARK, Marketing Manager  
<http://www.wolverhamptonsp.co.uk/spark/>



*"The MA Media Enterprise really stood out to me, it includes several extremely relevant modules that tie in with my business and force me to cover important issues. The course provides me with an invaluable source of information and contacts, and helps me to grow and develop my business along the way."*

**Andy Hartwell** - Substrakt, Business Director  
<http://www.substrakt.co.uk>



*"The Media Enterprise course has helped me become more focused and strategic in my approach to pursuing goals within the music industry and creative sector. The Personal and Professional Development module has been particularly useful for assessing my current skills, reflecting on my achievements and working in an environment with inspirational people who are passionate about what they do".*

**Keisha Thompson** - musician, artist and broadcaster

### What do guest speakers say?



*"As a relatively new business - I set up Keep and Share 3<sup>1/2</sup> years ago - I know how the students feel and I am really pleased to be able to share my journey and survival tips with them. My own business is growing and developing all the time and I am always keen to discuss creative ideas and new business models. The MA Media Enterprise students are a lively bunch and can be challenging at times but that's what I like about them!"*

**Amy Twigger Holroyd** – Keep and Share  
<http://www.keepandshare.co.uk>



*"The mix of creativity and enterprise is vital to the development of our economy - it's great to see BCU giving students the opportunity to learn and develop in this field. Meeting the students was great fun - they seemed enthusiastic, interested in what they were doing and very keen to learn. I look forward to meeting them again."*

**Antonio Gould**, Digital Media for Creativity, Education and Social Enterprise  
<http://www.antonio Gould.com>



*"This is the kind of course that the UK's Creative Industries has been crying out for. It gives enterprising students the skills and understanding needed to get their creative business off the ground and is taught by academics with real-world experience. Students develop the drive and enthusiasm needed to help them succeed."*

**Dave Harte** - Project Manager  
<http://www.digital-central.co.uk/>



## **Studying at Birmingham City University**

The MA Media Enterprise course is part of Birmingham City University's Media and Communication Department. The Department is ranked 7th in the Guardian league tables for courses under the heading of Media Studies.

People travel from across the globe to study Media and Communication courses at Birmingham City University. The department can offer you high-quality teaching, top-of-the-range equipment, work placements at top media organisations, and much more.

Our location in England's second city also makes us an attractive place to study the media. Birmingham is a vibrant, cosmopolitan and multi-cultural city with a worldwide reputation as a base for many creative media organisations.

### **General enquiries:**

[annette.naudin@bcu.ac.uk](mailto:annette.naudin@bcu.ac.uk)

T: 0121 204 9882

[www.mediacourses.com](http://www.mediacourses.com)