

MODULE DESCRIPTION - ACADEMIC YEAR 2026-2027

Field	Design and Fine Arts		
Program	Certificate of Advanced Studies in Creative Leadership		
Major	–		
Module title	Creative entrepreneurship		
Code	CAS CL 1	DDI303111FE26	
Course Type	CAS		
Semester	Semester 1		
ECTS Credits	2		
Prerequisites	None		
Languages	English		
Place	ECAL (en présentiel) / en ligne		

Skills targeted General learning objectives	This module is crafted to assist arts and design professionals in consolidating the practical knowledge essential for the development of their professional activities. The module underscores the importance of acquiring comprehensive knowledge pertaining to creative entrepreneurship. It specifically focuses on crucial aspects such as legal and contractual considerations within related professions. Additionally, it addresses the development of a network and the acquisition of tools and methods that empower participants to define their offers and services. Participants also have the opportunity to share their experiences and enhance their skills through personalised coaching sessions led by experts and professionals in the field.		
Teaching content and form	The <i>Creative Entrepreneurship</i> module combines theory, workshops, group discussions, and case studies. It provides participants with both strategic insights and practical tools necessary for establishing businesses, positioning and developing their professional activities. The module places significant emphasis on refining the positioning of participants' activities and services. Furthermore, it encourages a comprehensive examination of the relationship with customers and the various levers available for showcasing their work. Finally, a working methodology is offered for each topic covered during the course (e.g. in relation to contracts, accounting, company statutes, creating offers, negotiation, the art of convincing a customer, and developing one's network).		
Forms of assessment and validation	At the end of the module, participants submit a personal essay, in French or English, focusing on the application in their own practice of the skills and knowledge acquired during the course. The work is discussed in advance with the head professor. Personal work must be assessed as "passed" in order to obtain credits. Participation on at least 80% of the courses is also required.		
Remedial teaching	Remediation is possible, according to terms to be defined with the head of the module. No repetition is allowed after remediating the module.		
Professors	Augustin Scott de Martinville, Yorgo Tloupas & lecturers		

Responsible module	Daphna Glaubert		
Description validated on	15 September 2026	By	Daphna Glaubert

The French text is authentic