

MODULE DESCRIPTION – ACADEMIC YEAR 2026

Field	Design and Visual Arts	
Type of course	Certificate of Advanced Studies	
Name of program	CAS in Creative Leadership	
Module title	Creative entrepreneurship	
Code	CAS CL 1	DDI303111FE26
Semester	Semester 1	
ECTS credits	2	
Prerequisites	None	
Language	English	
Location	ECAL (on site) / online	

Skills targeted General learning objectives	<p>This module is crafted to assist arts and design professionals in consolidating the practical knowledge essential for the development of their professional activities.</p> <p>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.</p> <p>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.</p>	
Teaching content and form	<p>The Creative Entrepreneurship module combines theory, workshops, group discussions, and case studies.</p> <p>It provides participants with both strategic insights and practical tools necessary for establishing businesses, positioning and developing their professional activities.</p> <p>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.</p> <p>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).</p>	
Forms of assessment and validation	<p>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.</p> <p>Personal work must be assessed as "passed" in order to obtain credits. Participation on at least 80% of the courses is also required.</p>	
Remedial teaching	<p>Remediation is possible, according to terms to be defined with the head of the module. No repetition is allowed after remediating the module.</p>	
Professors	Augustin Scott de Martinville, Yorgo Tloupas, Bildung agency & Clément Jatton	

Head of the module	Daphna Glaubert	
Description validated on	21 January 2026	By Daphna Glaubert