

Professional Diploma in Creative Enterprise

Subject Area	Art & Design
Course Type	Higher Education
Study Level	Level 4
Delivery Mode	Full-time
Duration	1 Year
Start Date	September 2025
Course Code	PFUAL0002

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Course Summary

This course is designed to develop your career as an arts entrepreneur. You will have an opportunity to develop your creative enterprise skills, expanding your industry contact base while developing start-up projects and professional practice.

The course is suitable for students who have an interest in starting up their own projects or company and wish to explore and extend their creative practice via a full-time or part-time immersive learning experience. It can be used as a starting point for students who have identified a specific project that they wish to work on or to enable them to explore the basis of entrepreneurial activity by developing essential business and management skills in order to identify and respond to business opportunities in their chosen industry.

It is suitable for students wishing to continue their education through applied learning, by locating that learning within a professional context in which they can work alongside industry experts to gain first-hand industry experience.

What You Will Learn

This qualification is for anyone who intends to start up their own creative project or company and wish to explore and extend their creative practice within their chosen

industry. The objectives of this qualification are to give you the opportunity to:

- Develop and demonstrate enterprise and entrepreneurial skills necessary to a chosen industry
- Develop and define enterprise ambitions and creative ideas
- Build up professional practice and independently initiate creative projects
- Achieve a nationally recognised Level 4 qualification

You will have an opportunity to develop and utilise broad, transferable skills such as creative thinking, project management, reflective learning, team working, self management, effective participation, problem solving communication and numeracy.

Modules

Unit 1 The Creative Entrepreneur - This unit introduces you to the enterprise skills that are necessary to kickstart your creative business venture. You will consider how to position and brand your creative enterprise business in a fiercely competitive marketplace while gaining an appreciation of your chosen sector's policies.

You will examine business models, and develop skills in project management, copyright laws, fundraising and budgeting, pitching proposals, marketing and social media. You will also develop a secure working knowledge of health and safety standards and the associated legislations.

Unit 2 The Creative Practitioner Unit - Define your enterprise ambitions and research and develop your creative ideas. You will have a chance to develop and shape your business idea and creative skills in order to identify and distinguish market competitors directly operating within your chosen field. You will also have a chance to cultivate your networking skills and start building a database of contacts as you start to engage with the industry.

Unit 3 The Creative Enterprise Unit - Here you will develop, formalise and present a sustainable creative enterprise business plan. You will take control of your professional development by independently initiating a feasibility study, which will support and inform an in-depth enterprise business plan. The business plan will outline all the budgetary, legal, branding, marketing and health and safety requirements while also contextualising your own practice within the wider industries.

Entry Requirements

There are no formal entry requirements for this qualification. UAL Awarding Body recommends that students have GCSE grade 4 or grade C (or an equivalent level 2 qualification) in both English and Maths. Students may find it helpful if they have already completed A²Levels, Level 3 Diplomas, a relevant apprenticeship or they have relevant industry experience.

Progression

Students completing the UAL Level 4 Professional Diploma in Creative Enterprise will have the skills and understanding needed to progress to:
Employment²/²Self²employment Students completing this qualification may set up their own company, become a freelancer or progress directly into employment. Higher education The qualification will support students to develop a portfolio of work, enabling them to progress to higher education courses or conservatoires.

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