Innovation & Creative Entrepreneurship Program Details

Overview

In the context of an increasing Volatile, Uncertain, Complex and Ambiguous (VUCA) world, access to efficient and practical education whilst narrowing the gap between theory and practice is the key. Hence, the Innovation and Creative Entrepreneurship (ICE) Program symmetrically combines academic theory with practical and real-world application. As such, each module output is designed for immediate implementation on participants' existing business/projects/initiatives.

This is designed for would-be creative entrepreneurs like Graphic Designers, Performing Artists, Music Producers, Events Directors, Tourism Providers, Creative Hub operators, and other Creatives.

They primarily benefit from ICE's cutting-edge pedagogy as it is tailored-fit specific to VUCA's current realities. The ICE program encompasses a broad range of business needs:

- From basic ones such as starting up a creative business, to offering cultural and artistic products and services to the market;
- Learning practical financial know-hows; Digital transformations of marketing, client engagement, and business processes;
- Acquiring the ability to be creative and innovative required to thrive, pivot, and navigate new normal conditions

Finally, the ICE program "does not instruct" but provides "relevant learning experiences and environments" where the learners would imbibe a culture of collaboration, mobility, resilience, and a sense of community and interdependence, which is necessary for a successful creative economy.

Program Delivery

To ensure that teaching and learning activities are based on real world situations, ICE makes use of the latest educational pedagogies and interventions such as:

- 80 percent of the program is delivered asynchronously which allows for self-paced learning.
- Learning Coordinators (LC) from Penang Art District, partner institution, communicate regularly with learners to facilitate a healthy pace of learning engagement.
- Industry practitioners act as advisors through social media and live sessions where participants can seek advice and mentorship.
- The ICE program has its own Learning Management System (LMS) which keeps tracks of the learner's progress.

MODULES	DESCRIPTION	LEARNING OUTCOMES
INDUCTION • Onboarding • Volatile, Uncertain, Complex and Ambiguous (VUCA) world • The Creative Economy in the Fourth Industrial Revolution • Macro and Micro Analysis • Business Transformation	This introductory course deals with the Creative Economy, including sub-topics such as global trends in creativity and innovation, talent, technology, business models, management, and creative clusters. Students analyze and monitor the macro-environmental factors (Political, Economic, Social, Technological, Environmental and Legal) in their specific industry that may impact their organization's performance. This module sets the stage for creating a business innovation idea in the context of a VUCA world.	Serving as the onboarding part of the process, the participants will be introduced to the following: • VUCA world vis a vis new normal context • The importance of innovation and creative mindsets • The Creative Economy in general • The tools and apps that will be used in the conduct of the program
MODULE 1 • Application of Design Thinking Framework • Value Proposition Canvas and Statement • Empathy Mapping • Customer Journeys	This course introduces Design Thinking as the overarching framework in developing human-centered solutions. Design Thinking is a Human-centered approach to problem solving that gives the learner opportunities to create empathy-based solutions for their target customers. The lessons participants will learn from this course encourages an innovative, empathetic mindset that will help them identify market opportunities and help them understand the principles behind rapid prototyping, and methods of implementation.	• Participants will be equipped with the building blocks in further developing their existing business idea into a viable enterprise • Participants will be able to clearly describe the 'story' of their business and how their business will work • Participants will be able to visualize how their business functions and identify the activities involved in an overview down to day-to-day plan
MODULE 2 • Business Model Canvas • Financials, Revenues and Costs • Business Structures and Funding Sources • Intellectual Property, Law & Taxation, and Legal Matters	The unprecedented pace of innovation and entrepreneurial activity offer exceptional opportunities for participants to design or redesign their own enterprises. This course covers the innovative business model development that is human-centered and industry-context aligned. Participants will be introduced to the Business Model Canvas and Lean Canvas as strategic management templates for developing new or documenting existing business models.	• Participants will be equipped with the tools and models to create a financial plan • Participants will be able to explore alternative funding for sustainability of their business • Participants will be able to understand the legal requirements in setting up their business model and examine how the law affects various types business entities

MODULE 3 • Branding and Identity • Marketing Strategy • Consumer/Audience Analysis • Social Media & Digital Adaptation	In this course, participants learn how to effectively analyze marketing problems and opportunities and develop successful marketing plans. This course is focused on helping the participants to become a strategic marketer, so that they can create, gain support for and execute marketing plans that will build strong and enduring businesses. In addition, digital transformation modules are taken in order to adapt existing business practices to new technological methods to increase efficiency and keep up with rapidly-changing market demands.	• Participants will be able to craft a clear messaging of their business value and develop a strategy to communicate through the various channels • Participants will be able to develop a marketing mix and plan for their business • Participants will be equipped with tools to understand their consumer/audience behaviors to guide the development and implementation of marketing strategy
FINAL CONVENING & COMMENCEMENT • Business Pitch • Networking • Showcase	This will be the final in-person convening of all the participants where they will meet and share their experience with the program and the learning outcomes. Participants are also invited to conduct a business pitch demonstrating their understanding of all the learning outcomes throughout the program. There will also be a casual session to create a community and network of creative entrepreneurs in Penang.	• Participants will be able to practice their business pitch to be reviewed by coaches and their peers • Participants will walk away with peer relationships and a network of local creative entrepreneurs

Assessment

Participants will complete a combination of written and practical assessments, which may vary depending on the modules. They are expected to complete essays and reports of varying lengths, as well as presentations, proposals, and pitches in some cases.

Participants will be assessed throughout the program on:

- Research, framing, recording, and presenting evidence of project or business process and development through the Building Blogs
- Project outputs presented as complete responses to set challenges
- Capacity to work collaboratively with others, across disciplines and sector boundaries
- Knowledge and application of new skills learned from the modules
- Successful presentation of business idea through the final pitch presentation