

Module code	LBM737	Level	7
Module title	Entrepreneurship, Luxury Brands and Creativity		
Status	Core		
Teaching Period	Spring		
Courses on which the module is taught	Luxury Brand Management		
Prerequisite modules	N/A		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	NO		
Additional costs	NO		
Content notes	NO		

1. Module description

Creativity lies at the very heart of global luxury brands. More often than not, new ventures are co-created by a group of individuals working together as a team. Creativity is a necessary component of innovation, and entrepreneurship involves recognising new business opportunities and using creativity to meet unmet needs in the marketplace in an innovative and sustainable way. Creativity is part of the entrepreneurial mindset which leads to the production of new products, services or experiences that are unique and valuable to customers.

This module combines concepts and frameworks from the fields of Entrepreneurship, Design Thinking, Luxury, and Innovation to create a learning environment that allows you the opportunity to develop a luxury brand concept ready to pitch for funding. You will be encouraged to take reasonable risks by stepping out of your comfort zone to explore ways of generating a new innovative solution. By stretching your creative, entrepreneurial, and team-building skills in new venture development, you'll gain the ability to understand and navigate the complex decision-making processes required to balance co-creation efforts with the practical demands of bringing a 'sustainable' product to market.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO1): lead and negotiate networks to solve challenges in complex and ambiguous situations within luxury sector contexts.

Innovation (MLO 02): create and implement a new value proposition for a new luxury venture combining intellectual curiosity and creativity.

Communication (MLO5): communicate persuasively orally by pitching your new luxury venture and in reflective writing about your learning journey.

Human and Environmental Impact (MLO10): evaluate the impact of your new luxury venture including your own, on communities and on the environment to offer sustainable luxury solutions.

3. Learning and teaching methods, and reasonable adjustments

The module takes an experiential learning approach where you will engage in collaborative and project-based learning in unconventional ways to develop your creative and entrepreneurial thinking. You will work in teams and learn with your peers to develop and manage a co-creative process through a set of iterative stages towards developing a specific solution to pitch your new luxury venture. To support the development, you will be using a range of frameworks and approaches. Through this process you will learn to navigate uncertainty; take risks; question assumptions and articulate the impact/s you want to make. The assignments will lead you to communicate/ pitch the story of your new luxury venture and to reflect on your capabilities in terms of creativity, collaboration, and personal leadership.

Learning hours			200
Directed learning			48
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment: Project Pitch and Critical Reflection (100% TMM)

This assessment has two components.

Component 1 – Presentation (group assessment)

Maximum presentation time 15 minutes

As a group you will research and create a concept for a new sustainable product or service for the luxury market and develop a business model canvas. This will be presented as a pitch deck to a defined audience (collaborator/ investor).

Allocation of marks for group work will be specified in the course assignment brief.

Component 2 – Critical reflection (individual assessment)

Maximum word count 1200 or equivalent

You will individually evidence your creative and entrepreneurial learning journey with a critical reflection that highlights a couple of transformative moments which substantiate and support the module learning outcomes.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	MLO1	MLO2	MLO5	MLO10
Project for a New Luxury Brand Venture	X	X	X	X

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Burns, P. (2018). New venture creation: a framework for entrepreneurial start-ups. Bloomsbury Publishing.

Dawson, P., Andriopoulos, C., Andriopoulos, C. (2021). Managing Change, Creativity and Innovation. United Kingdom: SAGE Publications.

Neck, H. M. (2019). Entrepreneurship: The Practice and Mindset. United Kingdom: SAGE Publications.

Nieto, D. V. (2024). Reimagining Luxury: Building a Sustainable Future for Your Brand. United Kingdom: Kogan Page.

Osterwalder, A. (2010). Business model generation: a handbook for visionaries, game changers, and challengers.

Reis, E. (2011). The Lean Startup. New York: Crown Business, 27, 2016-2020.

Relevant Academic Journals

Harvard Business Review

Design Management Journal

International Journal of Entrepreneurship and Innovation

Luxury Research Journal

Journal of Advertising Research

Journal of Product and Brand Management Journal of Brand Management

Journal of Fashion Marketing and Management Journal of Consumer Behaviour