

Business basics in cultural and creative industries

**ECTS** : 3

**Description du contenu de l'enseignement :**

**Business basics** (only for non-business students) – three-hour lecture to discover the core notions and instruments of business, with an introduction to strategy, marketing, finance & accounting.

**Fashion ecosystem** – three-hour lecture to learn about key players and business practices in the fashion ecosystem.

**Cultural and creative industries**– six-hour lecture to decrypt the distinctive features of cultural and creative industries, and the contemporary challenges they are faced with.

**Trend forecasting** – two-hour lecture to locate the actors involved in fashion forecasting and explore their methods.

**Business game** – three-day workshop to comprehend the challenges related to competition and sustainability. It is based on a business simulation: six teams develop and execute strategies for their simulated company while taking into consideration the customer behavior and cost structures in different international markets.

**Testimonies & visits** – to meet diverse speakers to deepen and broaden the concepts covered in class, reflect, and get inspired to start the year!

**Compétence à acquérir :**

This program aims to introduce the fundamentals of business, especially in cultural and creative industries. The main objectives are the following:

- To equip students to understand what an organization is, its goals, business environment, and contemporary challenges.
- To increase students' knowledge in a range of core fundamental dimensions of business: strategy, marketing, finance, and accounting.
- To provide students with the necessary skills to analyze, synthesize, and anticipate the effects of business choices.
- To identify and understand the specific characteristics and challenges of cultural and creative industries.

**Mode de contrôle des connaissances :**

30% business game (group work)

70% astonishment report (individual work)

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