

DK.+FO_Creative Entrepreneurship

Module description valid from 01/09/2026

General module information

Module number	DK.BA_+FO_CE.24
type of module	M-Minor Module
module level	B-Basis level
ECTS credits	3
module category	learning module (LM)
Workload	
Contact hours, in hrs	34.00
Supervised self-study, in hrs	16.00
Unsupervised self-study, in hrs	40.00
delivery / execution	autumn semester
regularity of in-person classes	block teaching
Module coordinator(s)	Alexander Reinhold Werbik (alexander.werbik@hslu.ch) Sebastian Utzni (sebastian.utzni@hslu.ch)
Teaching language	English

Record

record	Students have learned how to turn their own creative ideas into marketable products and services. They have dealt with the characteristics of successful business models and acquired the ability to present their own business ideas convincingly.
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Placement in the course of studies

degree programme / use	Bachelor of Arts in Fine Arts Bachelor of Arts in Film with Specialisation in Animation Bachelor of Arts in Film with Specialisation in Video Bachelor of Arts in Product and Industrial Design with Specialisation in Design Management, International Bachelor of Arts in Product and Industrial Design with Specialisation in Object Design Bachelor of Arts in Product and Industrial Design with Specialisation in Spatial Design Bachelor of Arts in Product and Industrial Design with Specialisation in Textile Design Bachelor of Arts in Art and Design Education with Specialisation in Fine Arts
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	<p>Bachelor of Arts in Visual Communication with Specialisation in Camera Arts</p> <p>Bachelor of Arts in Visual Communication with Specialisation in Data Design & Art</p> <p>Bachelor of Arts in Visual Communication with Specialisation in Digital Ideation</p> <p>Bachelor of Arts in Visual Communication with Specialisation in Graphic Design</p> <p>Bachelor of Arts in Visual Communication with Specialisation in Illustration Fiction</p> <p>Bachelor of Arts in Visual Communication with Specialisation in Illustration Nonfiction</p> <p>Master of Arts in Design</p> <p>Master of Arts in Design with specialisation in Digital Ideation</p> <p>Master of Arts in Design with specialisation in Eco-Social Design</p> <p>Master of Arts in Design with specialisation in Service Design</p> <p>Master of Arts in Film with specialisation in Animation</p> <p>Master of Arts in Film</p> <p>Master of Arts in Fine Arts with specialization in CRISP/KNOTS</p> <p>Master of Arts in Fine Arts with specialisation in in Art Teaching (MAT)</p>
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Module content

skills	
subject-specific skills	<ul style="list-style-type: none"> - Idea generation: The ability to generate creative ideas and turn them into marketable products and services. - Business model understanding: A deep understanding of the characteristics of a successful business model and the ability to recognize the difference between creative ideas and a valid business model. - Fostering entrepreneurial spirit: The module aims to nurture the entrepreneurial spirit of students to ensure that they can apply the skills acquired in a real business environment. This includes understanding the challenges and opportunities of entrepreneurship in the creative environment.
learning content and structure	<p>In the "Creative Entrepreneurship" module, students immerse themselves in the exciting world of business ideas and start-ups. From the creative idea to the convincing pitch, they learn what characterizes a successful business model and how start-ups work, for example. They will explore how business start-ups work and gain valuable insights into the art of convincing presentations. This module offers artists, designers and filmmakers the opportunity to transfer their creative ideas into the world of business and build successful companies. It enables them to turn their passion and unique approach into marketable products and services while mastering the fundamentals of entrepreneurship.</p>
areas of competence	<p>creative entrepreneurship self-empowerment and engagement</p>
teaching and learning methods	<ul style="list-style-type: none"> - Independent project work: Students are actively involved in the development of their own business ideas and create practice-oriented implementation plans, giving them the opportunity to turn theoretical concepts into reality. - Practical problems: Students are confronted with real entrepreneurial challenges as a group, which helps to promote independent thinking and practice applying theoretical concepts to real-life situations. - Independent knowledge acquisition: Students are encouraged to research independently and use external resources to further develop their business ideas and deepen their knowledge. - Presentation and persuasion skills: Regular project presentations and pitching exercises ensure that students are able to communicate and

	present their ideas effectively.
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Assessed assignment

Grading scale	HSLU.bestanden-nicht bestanden
Examination/assessment 1	
Art	practical examination/assessment
Format	project assignment
Time	during the semester/block week
Electronic	no
Comments	Pitch at the end of the event and at least 80% attendance at the face-to-face events.

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