



**The Lee Kong Chian School of Business**  
**Academic Year 2024/25**  
**Term 2**

## **COMM361 THE BUSINESS OF THE CREATIVE INDUSTRIES**

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### **COURSE DESCRIPTION**

The creative industries are important agents of economic growth and socio-cultural change. This course will familiarize students with the business models of cultural content producers and with how digital platforms enable them. In addition, they will learn about the key characteristics of the emerging creator economy and the social media entertainment that is associated with it. Finally, they will apply their knowledge to a substantial real-world client project.

### **LEARNING OBJECTIVES**

By the end of the course, students will be able to:

- Explain the key drivers of the creative industries.
- Explain the business models of cultural content producers.
- Explain the key features of the creator economy and social media entertainment.
- Explain how place and culture influence the success of the creative industries.
- Apply their knowledge and skills to a real-world client project.
- Develop networking and communication skills through interactions with company executives and company visits.

### **PRE-REQUISITE/ CO-REQUISITE/ MUTUALLY EXCLUSIVE COURSE(S)**

Please refer to the Course Catalogue on OASIS for the most updated list of pre-requisites / co-requisites for this particular course. Do note that if this course has a co-requisite, it means that the course has to be taken together with another course. Dropping one course during BOSS bidding would result in both courses being dropped at the same time.

### **ASSESSMENT METHODS**

- |                           |     |
|---------------------------|-----|
| 1. Group project:         | 40% |
| 2. Individual assignment: | 40% |
| 3. Participation:         | 20% |

### **INSTRUCTIONAL METHODS AND EXPECTATIONS**

This course will be conducted using a combination of short lectures, case studies, guest talks, company visits, and a major client project. Learning success requires students to be diligently prepared and to read all the assigned reading material before the respective class sessions.

[Policy on Absences](#)

Participation in seminars is vital. To derive maximum benefit from the seminars, you are reminded to be present for **ALL** sessions of COMM 361. The following policy for absences in relation to the final grade is a statement of the cooperative enterprise that both instructors and students will commit to:

- 3 or more (C grade)
- 2 or more (F grade)

## **CONSULTATIONS AND TAs**

Sunita is available every Wednesday between 2pm and 5pm for consultation

## **CLASS TIMINGS**

TBD.

## **RECOMMENDED TEXT AND READINGS**

The Creative Economy: How People Make Money from Ideas - John Howkins  
The Business of Creativity: Toward an Anthropology of Worth - Christopher M. Kelty

## **UNIVERSITY POLICIES**

### **Academic Integrity**

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorized possession of exam questions, or tampering with the academic work of other students) are serious offences.

All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offense.

When in doubt, students should consult the instructors of the course. Details on the SMU Code of Academic Integrity may be accessed at <https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx>.

### **Copyright Notice**

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### **Accessibility**

SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please let me know immediately. You are also welcome to contact the university's student accessibility support team if you have questions or concerns about academic provisions: [accessibility@smu.edu.sg](mailto:accessibility@smu.edu.sg). Please be aware that the accessible tables in our seminar room should remain available for students who require them.

### **Digital Readiness for Teaching and Learning (DRTL)**

As part of emergency preparedness, instructors may conduct lessons online via the Zoom platform during the term, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons. The class schedule will mirror the current face-to-face class timetable unless otherwise stated.

## WEEKLY LESSON PLANS

- Week 1: Introduction to Creativity and Commerce
- Overview of the creative industry and its significance – covering content production, music, gaming and streaming. Understanding the intersection of creativity and commerce – the monetization models behind the world’s largest companies
- Week 2: Business Models in the creative world  
Exploring the various business models that power these companies – E-comm / Subscription / Freemium / Marketplace  
Group Project Briefing
- Week 3: Entrepreneurship in the Creative Sector  
How would you approach this and in what form ( individual / business )
- Week 4: Communication for Creative Platforms  
Using Data to drive decisions  
Guest Speaker – TBC
- Week 5: Monetization  
Revenue generation is essential for the survival and success of any business  
Reading: [monetization models](#)  
Guest Speaker – TBC
- Week 6: Strategy Development  
How to write a strong strategy paper or PowerPoint  
Reading: [The Amazon 6 page Memo](#)
- Week 7: Group Project Consultations with Client and Professor
- Week 8: Midterm Break
- Week 10: Company Visit (TBC)
- Week 12: Group Project Presentations