

course beginning: autumn autumn

subject catalogue S23 K24

course code MAG500

name of course

Career Planning

specification

elective course

academic instructor

K.Kiitsak-Prick

prerequisite course

no of terms

1

contact hr/total

30.0

hr/term

30.0

hr/week

0.0

ECTS/total

3.00

Lect

0.0

Grp

30.0

Ind

0.0

Sem

0.0

Pract

0.0

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**graded or pass/fail exams**

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**term**

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**ECTS**

3.00

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**aim of the subject**

The course aims to encourage an entrepreneurial attitude in students and provide practical skills for developing the participants' careers in the field of cultural industry. The course enables one to focus on planning one's self-development and self-realization and contributes to strengthening the entrepreneurial attitude.

NB! The course has a limited number of participants (max 25).

Compulsory course in case Cultural management module (20 ECTS) is selected as specialisation.

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**content**

Using practical exercises, individual conversations and other active learning methods the course focuses on the following aspects and practical questions:

- Career and professionalism
- Self-mapping and career options
- Personal mission, artistic vision, goal-setting
- Coping with changes; time management
- Creative industries as context
- Business models in the cultural and creative industries
- Establishing and managing an enterprise
- Business plan, project plan
- Pricing and financial forecast
- Marketing, sales, PR, branding
- Cooperations and networking, export
- CV, portfolio, elevator pitch
- Individual career plan

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### **learning outcomes**

Participants of the course are more confident in their professional lives and have an entrepreneurial skill set for penetrating the Baltic cultural market.

Participants are able to develop a personal action plan to create an individual professional path of career.

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### **assessment**

Pass/failed for

- Attendance
- Orally presented home works
- Written home works (per each missed class)
- A practical written action plan on the student's own potential career submitted to ÖIS.
- Oral presentation of the individual action plan and elevator pitch

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### **assessment criteria**

Participation in the seminars (70% minimum)

The personal action plan:

- Choice of appropriate potential career option
- Systematic and thorough description and analyses
- critical thinking

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**course reading material**

- Enterprise Estonia, [www.eas.ee](http://www.eas.ee)
- Creative Estonia, [www.looveesti.ee](http://www.looveesti.ee)
- Estonian Unemployment Insurance Fund <https://www.tootukassa.ee/en/karjaarikujundajale/karjaarikujundamine>
- Belsky, Scott. 2010. Making Ideas Happen: overcoming the obstacles between vision and reality. New York.
- CCI Learning Module Toolbox. Handbook. 2021.  
<https://drive.google.com/file/d/1sHCOH5bcWjVg0usEcrXrbITIUKQE9QOr/view?usp=sharing>
- Kolb, Bonita. 2015. Entrepreneurship for the Creative and Cultural Industries. Routledge.
- Osterwalder, Alexander. 2010. Business model generation: a handbook for visionaries, game changers, and challengers. Hoboken (N.J.): Wiley.
- Rodriguez (2016) "To Sell or Not To Sell. An Introduction to Business Models (and innovation) for Arts and Cultural Organizations, IETM  
[https://www.ietm.org/system/files/publications/ietm\\_business-models\\_2016.pdf](https://www.ietm.org/system/files/publications/ietm_business-models_2016.pdf)
- Additional readings and Internet links are provided weekly in seminars.

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**author of course description**

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