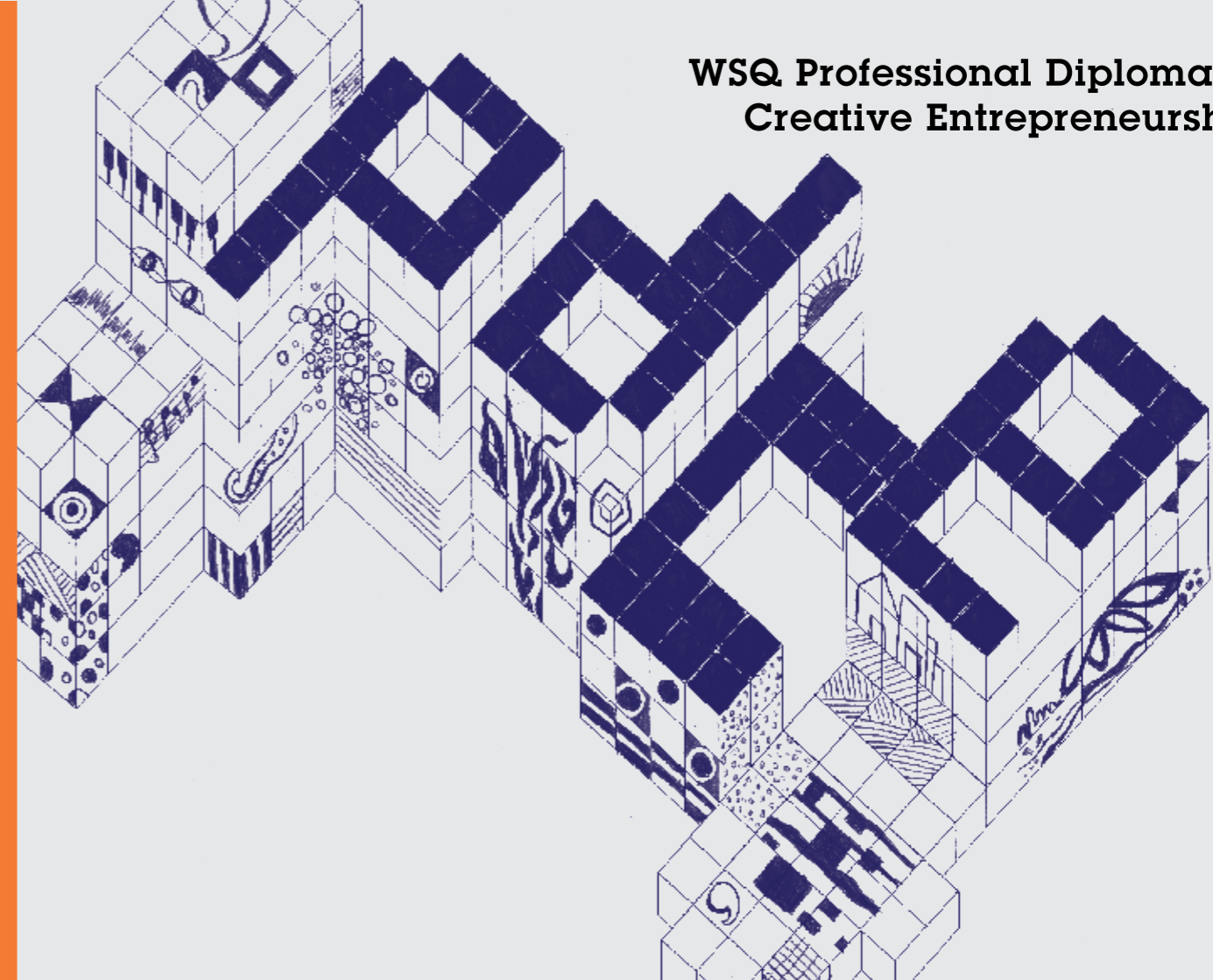


WSQ Professional Diploma In Creative Entrepreneurship



Accredited Approved Training
Organization (ATO) of Singapore Workforce
Development Agency (WDA).

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**SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS**

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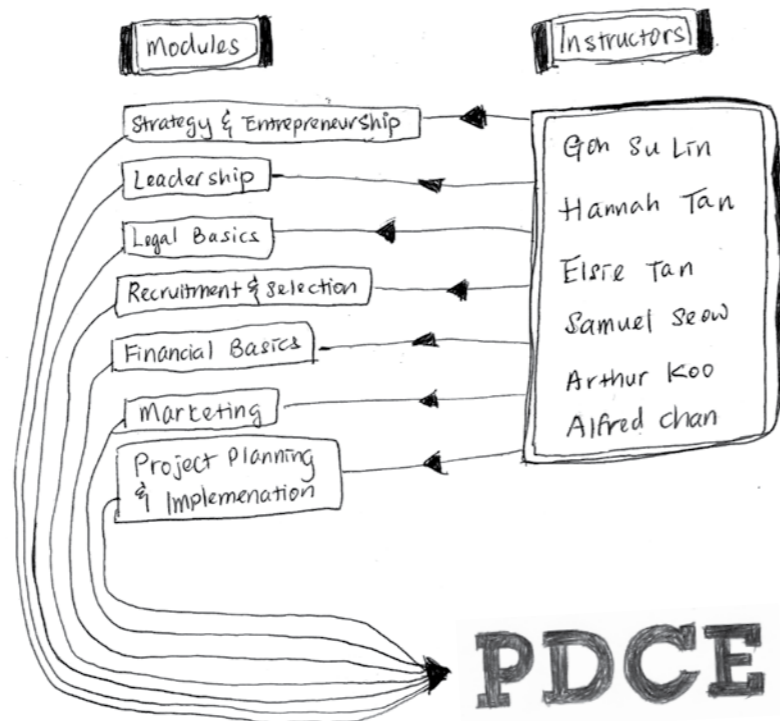
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Note from an entrepreneur

The PDCE course gives a valuable perspective for the creative person on how to manage and effectively run their business in a professional manner.

Even after having managed a decently successful business for more than 20 years before I signed up for the pilot PDCE course, I found that there are so much more to learn and to polish up on already established policies and practices.

I fully encourage and support the creative person to sign up as I have benefited tremendously from my participation. Not only have I improved on my management capability but also the network of friends that I gained has been of tremendous value to me personally.

Sebastian Tan

Group Managing Director, Shooting Gallery Asia

Most Promising Entrepreneur, Asia Pacific Entrepreneurship Awards, 2009, Production Agency of the Year (Gold) Award 2009, Honoree Spirit of Enterprise 2007, Champion of the Creative Circle Award 2005

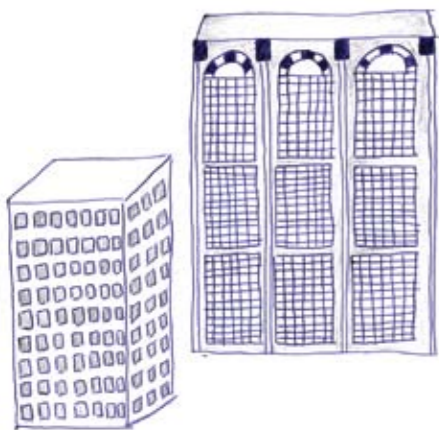
Creative Industries

Creative Industries are defined as "industries which are inspired by cultural and artistic creativity and have the potential to create economic value through the generation and exploitation of intellectual property." (Source: MICA website)

It can be broadly categorized into **arts & culture, design, media and communications.**

To learn more about the Singapore government's plans for the Creative Industries, visit the Ministry of Information, Communications and the Arts (MICA) website.

WSQ Professional Diploma in Creative Entrepreneurship (PDCE)



Introduction

The Professional Diploma in Creative Entrepreneurship (PDCE) is a part-time course that develops the capabilities that entrepreneurs need in order to excel in the dynamic and challenging Creative Industries.

The course equips aspiring creative entrepreneurs with the relevant skills to set forward into the real business environment and the knowledge to manage, grow and sustain their creative enterprises.

It will also provide additional insights and highlight aspects of the business that might have been overlooked. Through the course, newer and more relevant perspectives can be realized for the advancement of the business. Employees of creative businesses will benefit from a clearer understanding of the nature and environment of the Creative Industries.

Participants also benefit from the diverse network and collective experiences of course mates and Emily Hill, leveraging it to create a collaborative and supportive network for their own business.

Who Should Attend

- Entrepreneurs of any business in the Creative Industries
- Aspiring entrepreneurs who have plans to develop a new venture in the Creative Industries
- Employees involved in managing and developing any creative business

All participants are required to have a business idea in mind or already in operation before commencing the course.

Venue

Emily Hill, 11 Upper Wilkie Road, Singapore 228120



Flexible, Modular Format

PDCE in 2010 will enable participants to choose either to complete all modules to receive the WSQ Professional Diploma in Creative Entrepreneurship, or one or a few modules.

New, Refined Course Materials

Course materials have been refined and updated, to achieve a more effective balance between theory and assessment on one hand, and practical application on the other. Feedback from PDCE alumni has also been taken into account.

Accreditation

This course is accredited under the Creative Industries Workforce Skills Qualifications (CI WSQ) system and Emily Hill is an Approved Training Organization (ATO). Upon successful completion of each module, participants will receive a WSQ Statement of Attainment. Completion of all seven modules will qualify you for a WSQ Professional Diploma in Creative Entrepreneurship.

Modules Offered

The PDCE course is delivered in seven modules tailored for adult learners. Interaction is encouraged in the seminar-style classes, and fundamental theories are followed by practical suggestions and the opportunity to apply them to participants' own businesses. Tutorial sessions with the Course Director are included.

The modules are:

M1 Strategy and Entrepreneurship

Objectives: To enable participants to research and analyse the sector/industry of their business, and develop their business strategy.

Content and outcomes: Participants will learn the concepts of market size, the value chain, and consider the position of their business in the value chain and how best to capture value.

Exercises will demonstrate the use of analytical tools to understand the competitive context in which participants' businesses operate. Participants will conduct research, and write a strategic report for their business.

Participants will also be introduced to the fundamentals of marketing strategy, and work on identifying their target segment. They will outline a marketing strategy and formulate the positioning statement for their business.

M2 Leadership

Objectives: To enable participants to better understand how people relate to one another, be more self-aware, develop leadership skills, and work out vision and values for the team or organisation.

Content and outcomes: Participants will be facilitated through an Appreciative Inquiry process that includes discovery of what drives them, outlining their vision and starting to design a way to realize the vision. They will consider how to engage the team in the process of articulating vision and values.

"The course offers a holistic programme for creative entrepreneurs, with a good lineup of notable speakers and ample hands-on activities."

Gary Goh,
Director of Doby Studio,
PDCE alumni

Each participant will receive a personal profile of their thinking and behavioural attributes, and use that as a basis from which to consider how they communicate with others. Personal effectiveness will be enhanced through exercises to improve emotional intelligence and active listening. Participants also plan workplace communications for their organization.

This module ends with a consideration of business ethics.

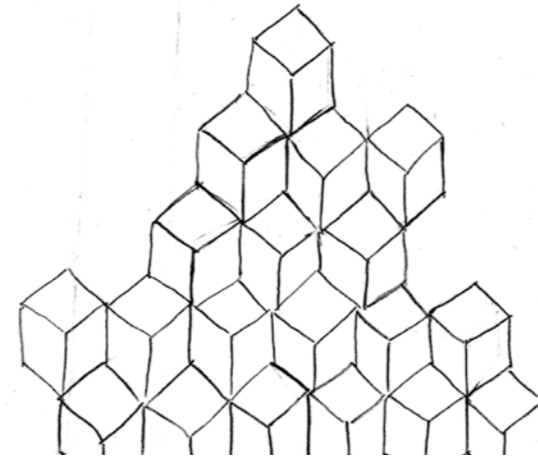
M3 Legal Basics

Objectives: To enable participants to understand the legal system in Singapore, relevant portions of basic contract law and intellectual property (IP) protection and exploitation.

Content and outcomes: This module introduces the legal framework of Singapore and the regulatory framework for the creative industries and for businesses. Participants will learn the pros and cons of selecting a company, partnership or sole proprietorship as their business vehicle.

They will also learn what makes a contract valid and enforceable. Basic negotiation skills are also introduced, and a negotiation exercise conducted.

Copyright, trademarks and other intellectual property (IP) are explained, and participants learn how to protect the IP that their business owns, and how they may exploit it.



M4 Recruitment and Selection

Objective: To enable participants to develop and implement a systematic approach to recruiting and selecting staff.

Content and outcomes: In the 1-day class for this module, participants will write out a set of job requirements, choose appropriate channels for recruitment, work out their selection criteria, create a simple assessment template for evaluation of candidates, and outline an offer package. The module ends with evaluation of the recruitment and selection process.

M5 Financial Basics

Objectives: To enable participants to plan and manage cash-flow, plan for and monitor profitability, understand basic financial statements and common terms, and consider different sources of business funding.

Content and outcomes: Participants learn the importance of cash-flow, how to make a cash-flow projection and get tips on cash-flow management. They also learn to create a profit and loss statement from information in the cash-flow statement, and understand the difference between accrual accounting and cash. The standard accounting statements are explained and analysed, and common accounting terms defined. At the end of the module, participants will be able to complete a projection of cash-flow and profit and loss for their new business.

Participants also learn break-even analysis, distinguishing between fixed costs and variable costs, and appropriate allocation of indirect costs to determine profitability.

The module concludes with a practical consideration of sources of funding, and the pros and cons of loans versus equity.



M6 Marketing

Objectives: To enable participants to understand the fundamental principles of marketing, consider different marketing and communications tactics and tools, learn how to track efficacy, and consider how to acquire and retain customers or clients.

Content and outcomes: This module gives a practical introduction to marketing, in the context of start-up businesses. Participants learn the essentials, from target segmentation to the 4 'P's of product marketing and 6 'P's of services marketing. This will include consideration of customer service plans, and customer or client acquisition and retention.

Participants will apply the general theories to their own specific businesses, and consider practical issues like cost, tracking results, and new communication channels. On completion of the module, participants will be able to develop a marketing plan for their business.

M7 Project Planning and Implementation

Objectives: To enable participants to plan for projects, consider risks and contingencies, and make proposals.

Content and outcomes: Participants will learn the basics of planning a project. They will consider systems for monitoring implementation and for review on project completion.

This module addresses risks and risk management, and allows participants to develop processes and controls for their own projects or organizations.

Participants are also taken through the process of preparing and presenting a proposal. The proposal will be based on participants' new businesses, and the preparation process will give them the opportunity to integrate their learning from all modules in the PDCE.

Course Director and Instructors

Course instructors are themselves successful entrepreneurs and/or practitioners in the creative industries. They bring a wealth of experience and insight to the course. Their openness to discover new ideas and a constant curiosity about the intersection of creativity, business and societies mark their approach to teaching and interaction with participants in the PDCE course.

Goh Su Lin | Course Director & Instructor

The course director is Goh Su Lin (Insead Executive MBA) of Emily Hill and Theatre Training and Research Programme (TTRP). She practiced commercial litigation before becoming General Manager of The Necessary Stage, then Consultant, Law & Business Affairs for MTV Asia, before taking up her present position as General Manager of TTRP, and co-founding Emily Hill. She is also a member of the Arts & Culture Manpower & Skills Training Council of WDA, and has acted as guest speaker and external examiner for classes at National University of Singapore, LaSalle SIA College of the Arts, Temasek Polytechnic, and Columbia University.

"The PDCE instructors are very updated and precise about the industry they specialized in. I also made many great like-minded friends and expanded a whole new world of networks!"

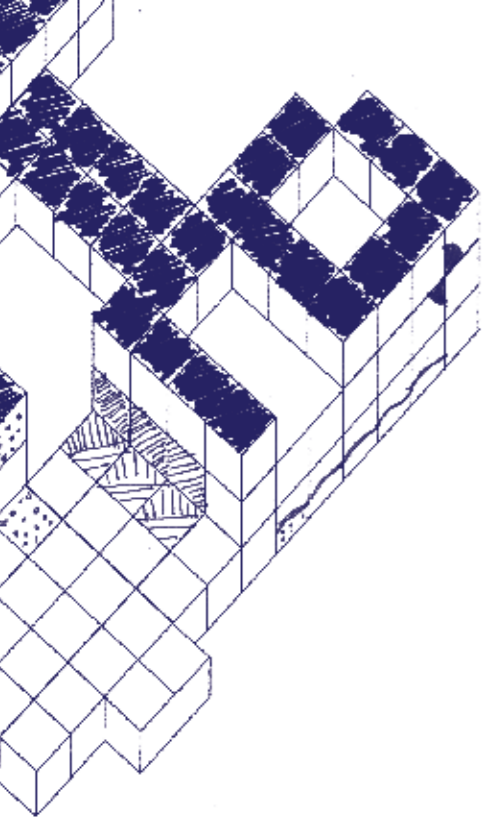
*Arthur Ong, Director,
Ministry of Talents, PDCE alumni*

Hannah Tan | Instructor

Hannah was in advertising and marketing communications for over 10 years, as a professional at multinational companies as well as co-owner of a creative services consultancy. She later moved into real estate research and consultancy as editor/analyst. She was also part of the pre-opening team at the Esplanade and editor of The Arts Magazine. Now a busy freelance editor/writer, Hannah has worked on a variety of publications, marketing materials and websites for arts organisations, and undertaken project and research work in the arts and business sectors. Hannah has degrees in Business Administration and English/Sociology from Singapore, and studied Arts Administration in Canada.

Elsie Tan | Instructor

Elsie has been engaged in teaching, training and facilitating work since 1992, after a career in journalism writing and editing for The Straits Times and United Press International. She believes that inspired leadership arises from a deep understanding of the self and a commitment to living in alignment with our values. She delights in creating processes that facilitate this self-awareness and draws out from people an enthusiastic desire to be their highest selves. Elsie has worked with a wide variety of participants including young children, teenagers on probation, people in prison, university students, teachers and parents. Her focus has primarily been in the areas of life skills and values. Topics she has covered include envisioning, goal setting, understanding feelings and needs, active listening and exploration and clarification of values. Elsie has a Master of Education from the University of Alberta in Canada.



Samuel Seow | Instructor

Samuel Seow is the Managing Director of Samuel Seow Law Corporation. His expertise and forte is in the field of intellectual property with a special focus on the application of these laws to the entertainment, arts and media industries. Samuel has extensive experience in advising on and negotiating the contractual and financial aspects of local and international deals and structures for many entertainment and media businesses. He further manages their intellectual property portfolios, advises on commercialization strategies and resolves disputes arising from production or intellectual property rights issues. As part of his commitment to contribute to the creative industries, Samuel is legal adviser to many theatre companies, non-profit associations and companies.

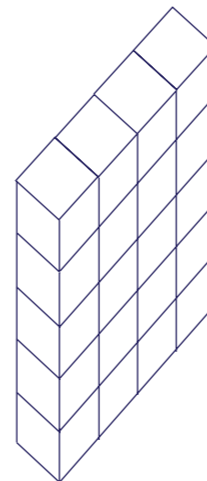
Arthur Koo | Instructor

Arthur is a personal development coach, EQ trainer and outdoor adventure facilitator. His passion is to build effective and high performing teams. He believes in the power of questioning and utilizes questioning techniques to enable the participant to self reflect, self learn and self discover the numerous paths available to them. Arthur has conducted training for various groups, from major corporations to schools.

Alfred Chan | Instructor

Alfred is Managing Director of Imperial Consulting in Singapore. He has been in management consulting for close to 20 years, with Arthur D. Little, Andersen Consulting (now Accenture), Arthur Andersen and KPMG, in the last two firms as a Partner and a Director respectively. Prior to management consulting, he was in investment banking for five years, with Morgan Guaranty (JP Morgan) and DBS Bank. Alfred's work in management consulting has focused on strategy, financial, privatization and organizational advisory services. Apart from running Imperial Consulting in Singapore, Alfred also conducts training for the company's clients in his two areas of expertise: strategy and finance.

Application Details



Requirements

Participants must

1. Have an idea for a new business in the Creative Industries, or
2. Have just started a new business in the Creative Industries, or
3. Be employed in a business in the Creative Industries

You may download the application form from Emily Hill's website at www.emilyhill.org. Please send in the completed application form to pdce@emilyhill.org. Alternatively, you may email us for the application form.

For more information, please call **6337 1757** or email pdce@emilyhill.org.

Course Fees (before GST)

Full Course: \$3,800

\$950 - after WDA subsidy*. Available to first 60 successful applicants.

**Terms and Conditions apply, including: Participants must have a minimum of 70% attendance, submit all feedback forms and assessments on time, and successfully pass the course. Subsidy is open only to Singaporeans and PRs.*

Special privilege sponsored by Six Degrees – details on page 16.

Individual modules:

Strategy and Entrepreneurship	15hrs	\$600
Leadership	28hrs	\$950
Legal Basics	15hrs	\$650
Recruitment and Selection	7hrs	\$180
Financial Basics	15hrs	\$650
Marketing	15hrs	\$600
Project Planning and Implementation	18hrs	\$600

Check with us for availability of WDA funding

Course Schedule

PDCE 5 (08 April - 24 July 2010)

Date	Day	Time	Module
08 April	Thursday	7.00pm - 10.45pm	M1
10 April	Saturday	9.00am - 5.00pm	M2
13 April	Tuesday	7.00pm - 10.45pm	M1
17 April	Saturday	9.00am - 5.00pm	M2
20 April	Tuesday	7.00pm - 10.45pm	M1
24 April	Saturday	9.00am - 5.00pm	M2
27 April	Tuesday	7.00pm - 10.45pm	M1
08 May	Saturday	9.00am - 5.00pm	M2
11 May	Tuesday	7.00pm - 10.45pm	M3
13 May	Thursday		
15 May	Saturday	10.00am - 5.00pm	M4
18 May	Tuesday	7.00pm - 10.45pm	M3
20 May	Thursday		
22 May	Saturday	10.00am - 2.00pm	Tutorial**
24 May	Monday	7.00pm - 10.45pm	M5
26 May	Wednesday		
29 June	Tuesday		
01 July	Thursday	10.00am - 2.00pm	Tutorial**
03 July	Saturday		
06 July	Tuesday	7.00pm - 10.45pm	M6
08 July	Thursday		
13 July	Tuesday		
15 July	Thursday	10.00am - 6.00pm	M7
17 July	Saturday		
20 July	Tuesday	7.00pm - 10.45pm	

Date	Day	Time	Module
22 July	Thursday	7.00pm - 10.45pm	M7
24 July	Saturday	9.30am - 1.30pm	
		2.30pm - 6.30pm	Tutorial

PDCE 6 (29 June - 2 October 2010)

Date	Day	Time	Module
29 June	Tuesday	7.00pm - 10.45pm	M1
3 July	Saturday	9.00am - 5.00pm	M2
6 July	Tuesday	7.00pm - 10.45pm	M1
10 July	Saturday	9.00am - 5.00pm	M2
13 July	Tuesday	7.00pm - 10.45pm	M1
17 July	Saturday	9.00am - 5.00pm	M2
20 July	Tuesday	7.00pm - 10.45pm	M1
24 July	Saturday	9.00am - 5.00pm	M2
3 August	Tuesday	7.00pm - 10.45pm	M3
5 August	Thursday		
7 August	Saturday	10.00am - 5.00pm	M4
10 August	Tuesday	7.00pm - 10.45pm	M3
12 August	Thursday		
14 August	Saturday	10.00am - 2.00pm	Tutorial**
24 August	Tuesday	7.00pm - 10.45pm	M5
26 August	Thursday		
31 August	Tuesday		
2 September	Thursday	10.00am - 2.00pm	Tutorial**
4 September	Saturday		

Date	Day	Time	Module
14 September	Tuesday	7.00pm - 10.45pm	M6
16 September	Thursday		
21 September	Tuesday		
23 September	Thursday		
25 September	Saturday	10.00am - 6.00pm	M7
28 September	Tuesday	7.00pm - 10.45pm	M7
30 September	Thursday		
2 October	Saturday	9.30am - 1.30pm	M7
		2.30pm - 6.30pm	Tutorial

PDCE 7 (3 August - 4 November 2010)

Date	Day	Time	Module
3 August	Tuesday	7.00pm - 10.45pm	M1
7 August	Saturday	9.00am - 5.00pm	M2
10 August	Tuesday	7.00pm - 10.45pm	M1
14 August	Saturday	9.00am - 5.00pm	M2
17 August	Tuesday	7.00pm - 10.45pm	M1
21 August	Saturday	9.00am - 5.00pm	M2
24 August	Tuesday	7.00pm - 10.45pm	M1
28 August	Saturday	9.00am - 5.00pm	M2
7 September	Tuesday	7.00pm - 10.45pm	M3
9 September	Thursday		
14 September	Tuesday		
16 September	Thursday		
18 September	Saturday	10.00am - 2.00pm	Tutorial**

Date	Day	Time	Module
28 September	Tuesday	7.00pm - 10.45pm	M5
30 September	Thursday		
5 October	Tuesday		
7 October	Thursday		
9 October	Saturday	10.00am - 2.00pm	Tutorial**
12 October	Tuesday	7.00pm - 10.45pm	M6
14 October	Thursday		
19 October	Tuesday		
21 October	Thursday	10.00am - 5.00pm	M4
23 October	Saturday		
26 October	Tuesday	7.00pm - 10.45pm	M7
28 October	Thursday		
30 October	Saturday	10.00am - 6.00pm	M7
2 November	Tuesday	7.00pm - 10.45pm	M7
4 November	Thursday	7.00pm - 10.45pm	Tutorial

- M1** Strategy and Entrepreneurship
- M2** Leadership
- M3** Legal Basics
- M4** Recruitment and Selection
- M5** Financial Basics
- M6** Marketing
- M7** Project planning and implementation

** Assessments on some modules include face-to-face interviews, which will be scheduled individually with each participant. The interviews will be conducted on these dates, before or after the tutorial session.

* Subject to change. Please check online for latest updates

Emily Hill



Singapore's first confluence of arts, creativity and business

Emily Hill is an independent enclave for practitioners across different creative disciplines.

Emily Hill was founded on the concept of "a new way of working". It is a non-profit organization managed by the founding members – professional actor-training school Theatre Training & Research Programme (TTRP), visual arts gallery Monsoonasia Gallery, architect turned sculptor Sun Yu-li, and glass artist Tan Sock Fong. Emily Hill develops new initiatives that build capacities, grow competencies, enable

sustainability and seed new possibilities. A diverse group of tenants also make Emily Hill their home, including chillout bar, Wild Oats, started by well-known lawyer turned chef, Willin Low.

The PDCE course is a strategic programme very much in line with Emily Hill's mission. With its collective experience, networks and commitment to excellence, Emily Hill is the preferred training provider for entrepreneurs venturing into or operating in the creative industries.

Partner



The Singapore Workforce Development Agency (WDA) enhances the competitiveness of Singapore's workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organizations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives. For more information, please visit <http://www.wda.gov.sg>

Workforce Skills Qualification (WSQ)

The WSQ, or the Singapore Workforce Skills Qualifications, is a national credentialing system that trains, develops, assesses and recognises adult workers for competencies they need to stay employable.

Working hand in hand with economic agencies, employers and many creative practitioners in the industries, WDA has developed the CI WSQ that encapsulates workplace competencies for the creative industries.

"I found the topics covered very useful and the WSQ Diploma delivered at Emily Hill Enterprise was a good preparation ground for aspiring entrepreneurs, especially those without prior background in business management. The speakers and trainers were from diverse backgrounds and they provided me with a broader perspective of the Creative Industries. The courses on Law, Finance and Marketing were especially practical for my business start-up."

Kelly Ong, Artitude, PDCE alumni



A Professional Network for Independent Professionals

Six Degrees is a ground-up, new community of independent professionals and businesses from across the ecosystem of the arts & creative industries – currently without precedence in Singapore. It aims to level the playing field for some, to help raise the bar for others, enable sharing, collaboration and grow the creative industries to help make arts and creative practice in Singapore more sustainable.

A Creative Community

To be a member of Six Degrees is to be part of an open, creative community that respects artistic work, values freedom, independence & creativity; ‘a movement’ almost, to connect with one another, share experiences, resources and insights, and benefit from the critical mass of the network.

Job Opportunities. Resources. Connections.

As part of the Six Degrees community, freelancers will have the best access to resources, the most up-to-date job opportunities, projects and audition calls through the network of businesses. Organisational/corporate members and project owners seeking talent will have informed access to independent professionals in Singapore and beyond.

Launch

Currently in development, Six Degrees will launch in phases in 2010.

Special privilege! PDCE participants who are Six Degrees members will receive one complimentary venue booking at Emily Hill for a event related to their new business. Terms & Conditions apply.

6 Degrees Pte Ltd.

Emily Hill, 11 Upper Wilkie Road
Singapore 288120.

Tel: 6338 3018

www.sixdegrees.asia

www.facebook.com/sixdegreesasia

Notes