



**BAYES**  
BUSINESS SCHOOL  
CITY ST GEORGE'S  
UNIVERSITY OF LONDON

# Business for Creatives

Bridging the gap: balancing your craft,  
vision and business success

## Key information

**Duration and delivery mode**  
2 days in-person on campus

**Dates**  
Programme dates available at:  
[www.bayes.citystgeorges.ac.uk/study/  
executive-education/open-programmes/  
business-for-creatives](http://www.bayes.citystgeorges.ac.uk/study/executive-education/open-programmes/business-for-creatives)

**Fee**  
£1,000 (no VAT is charged)  
Free for UK-based saddlery or leathercraft  
business (£250 refundable deposit  
required)



Find out more

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THE  
LEATHERSELLERS

THE WORSHIPFUL COMPANY OF  
**SADDLERS**

## Programme overview

The creative industries play an essential role both economically and culturally. Today, creative individuals find themselves at the forefront of innovation, expression, and entrepreneurship. For someone with a specialist skillset who has spent time perfecting a craft, understanding business operations and strategy is essential for turning your talent into sustainable success.

## Who is this programme for?

Whether you are a saddler, leatherworker, jewellery maker, carpenter, artist or any other creative professional, this short course offered by Bayes Business School will provide the skills and knowledge you need to elevate your business.

Throughout this two-day course, you will experience a series of engaging modules covering key topics such as innovation in entrepreneurship, expanding market reach, revenue models, pitching your business and digital marketing. Delivered at Bayes Business School by our leading academic experts, this short programme will help you better navigate the complexities of the business world.

## Benefits to you and your organisation

- Gain essential knowledge on business models, revenue strategies and scaling techniques to turn your craft into a sustainable enterprise.
- Learn how to innovate within your craft business, manage the innovation process and use creative thinking to stay competitive.
- Explore different types of external funding, learn the differences between growth and scaling and understand how to expand your market reach effectively.
- Understand the impact of technological advancements on your industry and develop strategies to stay relevant in an evolving market.
- Learn more about social media, SEO, paid advertising and content creation to build your online presence and attract new customers.

For more information visit:  
[www.bayes.citystgeorges.ac.uk/  
execed-open](http://www.bayes.citystgeorges.ac.uk/execed-open)

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## Focus and structure

### Day 1



#### Creativity and innovation in your business

The morning will cover innovation in the context of a craft business, your business model and includes some practical exercises to get you thinking differently about the future of your business.

Delivered by Dr Sara Jones, Reader in Creative Interactive System Design, you will explore all areas of creativity, innovation, and entrepreneurship.



#### Innovation for scaling and growth

Dr Ruben van Werven, Senior Lecturer in Entrepreneurship, will lead this session. You will explore the difference between growing and scaling a business, as well as the different types of external funding available to entrepreneurs looking to expand. The session will take the form of an interactive workshop, encouraging you to consider how these ideas apply to your own organisation.

The session will also cover best practices for managing the innovation process, strategies for expanding market reach, and how customer service can be used as a source of competitive advantage.

### Day 2



#### Value Creation

The second day will be delivered by Dr Jingshi (Joyce) Liu, Lecturer in Marketing and Dr Nettra Pan, Lecturer in Entrepreneurship.

You will gain new knowledge and skills to understand digital marketing and how to gain new customers.

In the first part, you will explore the ever-evolving digital marketing landscape and learn about utilising social media, paid advertising, SEO and how to create content for these platforms.

Later in the day, you will learn about the properties of technology and recent technological change and how these created new opportunities for value creation.

You will discuss and learn what a future-proof version of your businesses could look like and what individual skills are needed to make this vision a reality.

## Faculty



**Dr Sara Jones** is Director of the interdisciplinary Centre for Creativity in Professional Practice (C2P2) since 2020, Co-investigator for the

£10m transdisciplinary DIVERSE Centre for Doctoral Training since 2024, current Interim Director of the multi-disciplinary Institute for Creativity and AI (ICAI) at City St George's, and Course Director of the ground-breaking interdisciplinary Masters in Innovation, Creativity and Leadership (2010 – 2025).

Sara has deep understanding and experience of leading and participating in collaborative and interdisciplinary research and education that explores how AI and other digital systems can amplify human creativity and professional judgment in the context of real world complex challenges.

She is currently completing work as a Co-Investigator of the Innovation for African Universities (IAU) programme, funded by the British Council. The IAU programme has sought to strengthen the entrepreneurship and innovation ecosystem and improve student employability outcomes in Sub Saharan African universities in 5 countries (Ghana, Kenya, Nigeria, South Africa, UK), 80+ organisations (including 50+ universities in the UK and Sub-Saharan Africa), 35 projects involving 300+ academics and colleagues in entrepreneurial ecosystems.

Sara is exploring links between creativity, innovation, leadership and resilience, building on work with colleagues as Principal Investigator of the Boosting Resilience project, funded by Arts Council England, and using a combination of arts-based methods, applied creativity and business thinking to deliver creative enterprise training to students and entrepreneurs in Armenia and Kyrgyzstan in two Creative Spark projects, funded by the British Council.



**Dr Nettra Pan** is a Lecturer in Entrepreneurship at Bayes Business School, specialising in purpose-driven innovation. Her research explores how founder

and investor cognition shapes venture identity, opportunities and performance. She integrates experiential, evidence-based learning into her teaching. Previously, she worked on initiatives addressing the UN Sustainable Development Goals. Her recent work examines how creative entrepreneurs use web3 to share knowledge and sustain their craft.



**Dr Jingshi (Joyce) Liu** is an Assistant Professor (Senior Lecturer) in Marketing at the Bayes Business School. Joyce's current research focuses

on consumer psychology, particularly, the relationship between consumption and consumers' wellbeing and sense of self. Her research has been published in internationally recognised academic journals, such as Journal of Marketing Research, Journal of Consumer Psychology, Psychology and Marketing, Journal of Business Research and PLOS One.



**Dr Ruben van Werven** is a Senior Lecturer in Entrepreneurship at Bayes Business School, with a focus on early-stage venture creation. His research examines

the role of language in founding high-tech firms, social enterprises and startups. He has analysed conversations between entrepreneurs and mentors, as well as startup names. Ruben teaches entrepreneurship at both undergraduate and postgraduate levels.