



COURSE SYLLABUS DRAFT

ENTREPRENEURSHIP IN THE ARTS AND CULTURAL SECTORS: THEORIES, STRATEGIES AND TOOLS

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July 3 – July 13
(9:00 am – 12:00 m)

Saturday July 7
(9:00 am – 12:00 m)



DESCRIPTION

This course assists students in gaining an appreciation of the special qualities characterizing a cultural entrepreneur, and to gain an understanding of the practices involved.

The course aims are:

- to provide students with the knowledge to understand what cultural entrepreneurship is, what business model is, how it works and why “business model development” is important for companies, public sector organizations, social enterprises and charities.
- to equip students with the skills, tools and models to support the development or re–design of a business venture.

Through the use of various self-evaluation tests, students will develop their sense of self-awareness, which will include the understanding of personal strengths, weaknesses and competences. They will learn about and



develop skills that are required in the world of business, with a special focus on emotional intelligence, creativity and team work.

In order to achieve these goals students will work on special requirements of the business model of cultural and artistic activities. They will acquaint themselves with the literature that exists on these subjects and will apply their theoretical knowledge to actual cases. They will build up a repertoire of best practices.

OBJECTIVES

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

- gain an understanding of the broad scope of management theory and practice with particular reference to innovation and entrepreneurship;
- outline and appraise the key areas associated with developing a new business proposition and appreciate how they link together;
- demonstrate an understanding of the complex issues associated with creating, evaluating and implementing a new business model;
- review, reflect and contrast your own approach to shaping a new business idea with those of their peer group;
- critically assess the core management ideas pertaining to innovation and entrepreneurship;
- critically assess what business model is and why it is important from a company or organizational perspective;
- present their view through written material and verbal presentations; specifically, present their business model in public attracting investors creatively and successfully;
- give examples of best practices of cultural entrepreneurship and indicate why these examples may be considered a best practice.
- be more aware of their strengths and weaknesses and able to structure a development plan to develop their personal skills (leadership aspects and skills) and be more entrepreneurial (technical skills).
- Graduate employability
This course will equip students with a range of analytical, problem solving and creative thinking skills.
- Academically Excellent
This course will provide students with the knowledge that will enable them to apply the theories behind business development and new venture creation.
- Critical Thinkers and Effective Communicators
This course will provide you students the opportunity to develop their problem solving and communication skills.
- Open To Learning and Personal Development
This course will provide students with the opportunity to develop their interest in identifying and shaping a business opportunity.
- Active Citizens
This course will raise student awareness about the role of business development in addressing the problems and challenges faced by organizations operating in today's global economy.



METHODOLOGY

The course consists of seminars (30 hours in two weeks). All students are required to attend the seminars (see the rules relating to attendance below).

After having acquired basic knowledge, the students will also get practical insight into the various stages of cultural entrepreneurship by applying their knowledge to cases from practice. Discussion will include disagreements with the studied literature and solving of problems with various aspects from practice.

Several working methods will be used. The students' individual reading of literature as well as of case studies makes the preparation to each plenary session, together with the reading of papers during the lectures. Basic principles and structures as well as additional information will be explained by the lecturer. She illustrates theory with some examples and case studies. Questions, discussions as well as other assignments as case studies are treated in group work and discussions.

During the class special discussions with cultural entrepreneurs will be organized in order to get insights into practical cultural entrepreneurial management life and to elaborate best practices.

Students are expected to manage and apply concepts acquired during previous courses (i.e. Economics, management).

Teaching strategies:

- Interactive lecture
- Small group discussion
- Role play
- Class presentation
- Leading discussion

Learning strategies:

- Feedback on various assignments,
- Self-assessment tests,
- Participation in class discussion,
- Assigned readings,
- Case study analysis,
- Completion of assignments.

Seminar will consist of:

- one hour lecture (or one hour and half it depends on the topic, without case study)
- one-hour discussion,
- one hour of case study discussion or practical exercise (if scheduled).

Starting from seminar 3 students groups will be actively involved in the development of a Business Model of a new creative and/or innovative cultural business. They will be expected to apply the notions and concepts of each lecture and to hand in the part of the business model relating to the lecture subject (1 page max 2 pages, it depends on the topic) a week after. This means that a constant work activity is required. A final presentation of business models will be organized and evaluated.

During the literature discussion each group will be assigned a set of articles. The group will then lead and stimulate the class discussion on those articles and to propose new perspectives on the subject of that day.



Not being in the group who prepares that specific discussion does not mean you don't have to read those articles. It just means you are not considered to lead the discussion. We will still look at how you participate.

Starting from seminar 3 until seminar 5 (included) students have to do complete three online tests (one per week). The results of these tests will be discussed during seminar 8.

Rules relating to attendance at the course:

Students are expected to attend all seminars. If they are unable to attend a specific meeting, they are required to inform the lecturer by e-mail providing a valid reason for their absence.

A student who is absent once may fulfill the attendance obligation without any extra assignment, provided that the student is indeed present for all other classes. However, any missed regular assignments must still be fulfilled.

A student who is absent twice may still fulfill the attendance obligation by producing an extra assignment, alongside the regular assignment(s). This assignment is an individual assignment that is provided by the lecturer. The assignment must be submitted to the lecturer within two seminars from the second absence, by e-mail.

A student who is absent more than twice must make arrangements with the program coordinator.

Students are expected to do the following:

- Be present. An absence is not only bad for the person, but it is also demotivating for the entire group.
- Come prepared. Study the reading assigned; know what your questions are.
- Meet the deadlines. Being professional means being reliable and on time to class, as well as with assignments. You need to manage your deadlines.
- Contribute and participate actively in discussions.

EVALUATION

- Assignment 1: Leading group discussions*: 20%
- Assignment 2: Business model (BM)*: 50%
- Assignment 3: Critique report on another group - BM: 30% of the final mark

*All members of the group will receive the same grade. For this assessment task students will be working in groups of 4-5. We will organize student groups during Session 1.

BM: business model

Assignments submitted too late will not be marked. In such an instance the student has not met the requirements of the subject and the subject must be retaken.

PRE-REQUISITES

Students should have an understanding of organizational behavior, management organizational theory and concepts of economics in general.