

Course syllabus

Entreprenörskap och affärsutveckling av konstnärlig och kreativ verksamhet, 7,5 hp *Entrepreneurship and Business Development in the artistic and creative field, 7.5 credits*

Course Code: FM132G
Department: Department of Performing Arts
Grading Scale: Fail, Pass
Education:
Freestanding Course
Elective Course

Education cycle: First cycle non beginners

Subject Group: SM1
Course Classification:
Media 100%

Main Field of Study: Performing arts and media
Progressive specialisation: GXX

Elective course in Master's Programme in Film and Media

Established by: Committee for course syllabi at the first cycle

Date of Decision: 2020-08-18

Date of Revision: 20XX-MM-DD

Valid from: Spring semester 2021

Entry Requirements

General Entry Requirements: for studies at the first cycle., except for Swedish 1, 2 and 3.

Specific Entry Requirements: 30 credits in the Main Field of Study Performing arts and media or the equivalent

Selection

Programme students: By drawing of lots according to the student's own choices and order of preference regarding courses.

Freestanding course students: Selection is based on a written application consisting of a CV and a personal letter where the applicant gives the reasons why he/she is applying for the course, and if necessary interviews in a subsequent step.

Language of Instruction

The main language of instruction is English.

Aim

The aim of this course is for the students to be able to identify and create entrepreneurial opportunities with focus on sustainable results within the context of group work. The course further aims to give the students a basic introduction to identifying, implementing and evaluating business concepts within the framework of artistic and creative activities.

Course Content

The course focuses on entrepreneurship and the start-up of businesses but also on the importance of idea development and entrepreneurship within existing organisations. Throughout the course, the students learn about how to identify and create entrepreneurial opportunities and develop a basic ability in creating new business opportunities. The course focuses primarily on

business plans and business planning as well as identifying, implementing and evaluating business concepts within the framework of artistic and creative activities. The students also learn about the different characteristics, traits and abilities of an entrepreneur. Finally, the course covers the importance of supportive environments and networks for the development of business concepts and activities.

Teaching Forms

Lectures and seminars.

Intended Learning Outcomes

After completing the course the student is able to:

- be able to describe and critically discuss the different traits, characteristics and abilities of an entrepreneur
- be able to identify and evaluate the basics of business planning and business plans
- be able to identify and suggest new business opportunities as well as formulate strategies for artistic and creative start-up activities
- be able to account for the business environment of a company and discuss the implications of sustainable business development
- be able to plan and present business ideas and business plans within a given time frame.

Examination

Examinations take place in the form of written essays on the subjects of business ideas and business planning for artistic and creative activities and continuously throughout the course in connection with pre-scheduled seminars.

Student failing the ordinary level examination shall have the right to resit a maximum of four additional examinations in order to achieve a Pass grade.

If a student has a decision from Stockholm University of the Arts about special pedagogical support due to functional variance, the examiner can decide on alternative forms of examination in consultation with the student.

Course Requirements

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Grading Criteria

For the grade pass: The student has achieved the specified learning outcomes.

For the grade fail: The student has not achieved the specified learning outcomes.

Study material

Arts Entrepreneurship and Economic Development: Can Every City be 'Austintatious'? Article in Foundations and Trends® in Entrepreneurship · January 2010 DOI: 10.1561/03000000039
Ronnie J. Phillips, Colorado State University

https://www.researchgate.net/publication/228264953_Arts_Entrepreneurship_and_Economic_Development_Can_Every_City_be_%27Austintatious%27 (up to and including p. 22)

ArtENprise, Supporting Artists and Cultural Organizations in developing Entrepreneurial Skills Proj. No: 2016-1-ES01-KA202-025606, the European Union study report

<https://www.artshumanitieshub.eu/wp-content/uploads/2018/10/Entrepreneurial-competences-for-artists-and-cultural-operators.pdf> (till och med sid. 11)

Causation and Effectuation: Toward A Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency, Article in The Academy of Management Review · April 2001
DOI: 10.5465/AMR.2001.4378020 Saras D. Sarasvathy, University of Virginia

http://entrepreneurscommunicate.pbworks.com/f/2001_Sarasvathy_Causation+adn+effectuation.pdf

Annali della facoltà di Scienze della formazione Università degli studi di Catania 16 (2017), pp. 89-102 ISSN 2038-1328 / EISSN 2039-4934 doi: 10.4420/unict-asdf.16.2017.5

UNDERSTANDING THE ENTREPRENEURIAL PROCESS: A LITERATURE REVIEW di Cinzia Vullo, Martina Morando, Silvia Platania

https://www.researchgate.net/publication/322656454_UNDERSTANDING_THE_ENTREPRENEURIAL_PROCESS_A_LITERATURE_REVIEW

WHAT MAKES A LEADER? Harvard Business Review, Nov-Dec 1998 pp. 93-102 DANIEL GOLEMAN

http://www.leaderschool.be/uploads/2/5/8/1/25819018/eq_what_makes_a_leader.pdf

Further reference literature related to specific course elements may be added.

Course evaluation

The Course is evaluated in accordance with Guidelines for course evaluations (Riktlinjer för kursvärderingar).

Replaces a previous course

The Course replaces -.

Overlaps another course

The Course overlaps, and cannot be included in a degree together with Entreprenörskap och affärsutveckling av konstnärlig och kreativ verksamhet S6149G och Entreprenörskap och affärsutveckling av konstnärlig och kreativ verksamhet S6193G .

Other terms and conditions

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