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

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

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

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


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


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


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.
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