

## Creative Entrepreneurship

### INTRODUCTION TO STUDY COURSE

Creative entrepreneurship is an economic as well as socio-cultural activity, based on innovation, risk taking and maximizing opportunities. The study course combines theoretical discourses with practical case study which gives deeper understanding of different sectors in Latvia and links to Europe. Students will critically analyse entrepreneurial case by implementing appropriate theoretical models. As part of the learning process, students will identify key issues and suggest strategic solutions for the development of the organization in the cultural and creative sector.

### STUDY COURSE LECTURER

Ieva Zemīte (Dr.oec, assistant professor) has a professional experience at national level with links to the international processes on cultural and creative industries, having worked as projects manager for Ltd „Dzintaru koncertzāle” for over 6 years and head of Culture management department for over 4 years. She has led a different kind of projects, establish new contacts with stakeholders and institutions and was responsible for financial and administrative matters. Since October, 2017 co-owner of glass design studio “Glass Point”. Ieva Zemīte has always had an interest in cultural entrepreneurship and cross-cultural cooperation, so she participated at The Balticlab 4.0 Networking Weekend, which selects and brings entrepreneurs and creatives in the Baltic Sea region together to prototype the future and build a community of talented individuals, who through collaboration empower the region to become more innovative, creative and prosperous. Since May, 2016 works at University of Latvia Students business incubator.

### STUDY COURSE CONTENT

#### 1 - The essence, uniqueness and importance of Creative entrepreneurship

Case study for the course. CREATIVE HUB - DARBAVIETA - Place for work, workshops, studios, creative entrepreneurs and freelancers, artists, designers, events and interaction. Place for creative community, idea exchange and growth.

<http://darbavieta.rocks/en/>

The aim:

**To identify key issues and suggest strategic solutions for the development of CREATIVE HUB - DARBAVIETA in the cultural and creative sector**

Activities to be done:

- 1) Understand the concept of creative entrepreneurship and the potential of creative hubs
- 2) To find out the values of creative hub and community involvement opportunities
- 3) To map a customer journey through creative hub

Materials: The Creative Entrepreneur: a Framework of Analysis (2016) Adriana Bujor, Silvia Avasilcai.

Cultural entrepreneurship: from making culture to cultural making (2017) Joel Gehman, Jean-François Soublière

Looking for new sustainable business model in cultural entrepreneurship (2017) Sinapi Christine, Ballereau Valérie

Introduction to Cultural Entrepreneurship: Cultural Entrepreneurship in Developing Countries (2017) Mohammad Taghi Toghraee, Mahsa Monjezi

## 2- PARTICIPATION, Diversity & Empowerment

Practical work:

- 1) To explore creative suburbs and places in Riga City with the aim to find out three key issues for calling those places creative (capture in photo or video)
- 2) To look for the best creative hub examples in Europe

The main themes:

- 1) The societal role of cultural management in greater depth and in terms of participative approaches
- 2) Community-building processes

Materials: Creative Entrepreneurship in No Man's Land: Challenges and Prospects for a Metropolitan Area and Smaller Communities. Perspectives from the Never-Ending Transition (2018) Milena Stefanovic The Art of Community, Jono Bacon  
<http://www.artofcommunityonline.org/downloads/jonobacon-theartofcommunity1ed.pdf> A

New Framework for Building Participation in the Arts  
[https://www.rand.org/content/dam/rand/pubs/monograph\\_reports/2005/MR1323.pdf](https://www.rand.org/content/dam/rand/pubs/monograph_reports/2005/MR1323.pdf)

## Exam of the study course

### 7 – 10 min presentation for the **CREATIVE HUB - DARBAVIETA**

1. Best creative hubs in Europe, their importance and values
2. A proper environment in which creative entrepreneurship can flourish
3. Connection of creative practices and innovative tools with new business and financial models
4. Your **suggest strategic solutions for the CREATIVE HUB – DARBAVIETA**

## SCHEDULE

25.03. – Lecture at **CREATIVE HUB – DARBAVIETA**

1.04. – Lecture at Academy of Culture

03.04. – 10:00 breakfast at **CREATIVE HUB – DARBAVIETA**

*(for those who can participate with the aim to identify the values of the hub)*

17.04.- 18:00 event at **CREATIVE HUB – DARBAVIETA**

*(for those who can participate with the aim to identify the values of the hub)*

8.04. – practical work to explore creative suburbs and places in Riga City with the aim to find out three key issues for calling those places creative (capture in photo or video)

29.04. – **MIDI presentation** – each team presents 3 – 5 min presentation or video showing

- 1) *Key issues to make an environment creative*
- 2) *Competitive advantages of creative hubs in Europe*
- 3) *Identified values of the creative hub Darbavieta*

13.05. - Lecture at Academy of Culture

20.05. - Lecture at Academy of Culture

27.05. Final presentation for the **CREATIVE HUB – DARBAVIETA**

Exam: 7 – 10 min presentation for the **CREATIVE HUB - DARBAVIETA**

1. Best creative hubs in Europe, their importance and values
2. A proper environment in which creative entrepreneurship can flourish
3. Connection of creative practices and innovative tools with new business and financial models
4. Your **suggest strategic solutions for the CREATIVE HUB – DARBAVIETA**

#### Contacts

Ieva Zemīte

[zemite.ieva@gmail.com](mailto:zemite.ieva@gmail.com)

[ieva.zemite@lka.edu.lv](mailto:ieva.zemite@lka.edu.lv)

phone - 371 20286296