

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 studies from different countries around the world. Students will critically analyse entrepreneurial cases and examples by implementing appropriate theoretical models.

As part of the learning process, we will identify key issues and suggest strategic solutions for the development of start-up organizations in the cultural 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.

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.

Contacts: Ieva Zemīte, zemite.ieva@gmail.com, phone - 371 20286296

Study course content

Theme 1 - Introduction to the Creative Entrepreneurship

The main themes:

- 1) The essence, uniqueness and importance of Creative entrepreneurship
- 2) Cultural economics and Creative economics
- 3) Intrapreneurship in the cultural sector

Materials:

Cultural entrepreneurship in mature and less mature institutional fields: Do musicians and music groups benefit from ambidexterity? (AIMAC, 2015) (Saulo D. Barbosa, EMLYON Business School, Danilo C. Dantas, HEC Montréal, Giovany Cajaiba-Santana, KEDGE Business School)

Entrepreneurial education for culture & arts management programs; an experiment (AIMAC, 2015) (Dr Valérie Ballereau, ESC Dijon, Dr Christine Sinapi, ESC Dijon, Dr Olivier Toutain, Dr Edwin Juno-Delgado, ESC Dijon)

Passion inspires: Motivations of creative entrepreneurs at creative business centers in the Netherlands (AIMAC, 2015) (Pawan V. Bhansing, Post-doctoral researcher, Yosha Wijngaarden, PhD Candidate, Erik Hitters, Associate Professor)

Reaching the Agreement between Arts and Management? The Case of Budgeting in Performing Arts Organizations (AIMAC, 2015) (Pascale Amans Agnès Mazars-Chapelon Fabienne Villesèque-Dubus)

Practical work:

- 1) To explore creative enterprises in Riga City (creative suburbs, places and creative entrepreneurs) and to present findings in VIDEO or PRESENTATION format
- 2) To analyse case studies of creative enterprises

Theme 2 – Business and Management Models of Creative Enterprises

The main themes:

- 1) Strategic management and policy-making process
- 2) A proper environment in which cultural entrepreneurship can flourish
- 3) Connection of creative practices and innovative tools with new business and financial models
- 4) Appropriate financial and material infrastructures to support creative practices

Materials:

Developing a Framework for Business Model Generation for the Arts (AIMAC, 2015) (Woong Jo Chang, Ph.D. Assistant Professor Seattle University, Javier J. Hernández-Acosta, MBA Instructor University of Sacred Hear)

THE ROOTS OF GREAT INNOVATION: ENTREPRENEURIAL CLIMATE AND THE SUSTAINABILITY OF ARTS AND CULTURE ORGANIZATIONS (AIMAC, 2015) (B. Kathleen Gallagher Assistant Professor, Southern Methodist University)

Exploring Entrepreneurial Actions of Creative Entrepreneurs: How do Creative Entrepreneurs Create and Grow Their Companies? (AIMAC, 2015) (Walter van Anandel, PhD Researcher, Annick Schramme, Professor, University of Antwerp & Antwerp Management School)

Model of Strategic Entrepreneurship: new concept for Cultural Management (AIMAC, 2015) (Maria Inês Pinho, Associate Professor)

STRUCTURES OF START-UPS FINANCING IN THE CREATIVE INDUSTRIES (Prof. Dr. Elmar D. Konrad, Dr. Christian Fronz)

Alexander Osterwalder, Yves Pigneur (2009) **“Business Model Generation”**

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf

Small Business Design Management Toolkit **“Step Up”**, Cardiff Metropolitan University

[http://www.seeplatform.eu/docs/Small%20Business%20Design%20Management%20Toolkit\(2\).pdf](http://www.seeplatform.eu/docs/Small%20Business%20Design%20Management%20Toolkit(2).pdf)

Dan Sodergren, David Bozward (2010) **“Make your Passion a Success”**

<http://www.makeyourpassionasuccess.com/ebook/makeyourpassionasuccess.pdf>

Practical work:

- 1) To create the business idea
- 2) To use social business canvas model or lean canvas model for the development of the idea

Theme 3 - Creative hubs

The main themes:

- 1) Creative Hub, incubator, Living lab, cluster – what does it mean?
- 2) Mapping and development
- 3) Hub Ecosystems

Materials:

Cities: Living Labs for Culture? Case studies from Asia and Europe (November 2015)
Asia-Europe Foundation (ASEF)

British Council - <http://creativeeconomy.britishcouncil.org/projects/hubs/>

Discover the potentials of ENOLL Living Labs - <http://www.openlivinglabs.eu/>

Europe’s Creative Hubs - <http://ecbnetwork.eu/europes-creative-hubs-mapping/>

Practical work:

- 1) To explore the creative hubs in Riga
- 2) To compare creative hubs models

Theme 4 – Synergy in the Creative Entrepreneurship

The main themes:

- 1) Strategies creative entrepreneur need to elaborate in order to manage a start-up creative enterprise in a sustainable mode
- 2) The role of strategic alliances, networking, collaboration and partnership in the entrepreneurial practice in the cultural sector

- 3) Creative entrepreneurs expand and manage their start-up ventures abroad
- 4) The support system for international entrepreneurship in the arts

Materials:

Ready to engage. Deepening public engagement with Newcastle Gateshead Cultural Venues (March 2010)

UNCTAD & UNDP Special Unit for South-South Cooperation (2010, December). **Creative Economy Report 2010: Creative Economy: A Feasible Development Option.** Geneva (Switzerland) & New York (USA): UNCTAD & UNDP. from http://unctad.org/en/Docs/ditctab20103_en.pdf

United Nations & United Nations Development Programme & United Nations Educational, Scientific and Cultural Organization (2013, November). **Creative Economy Report 2013.** *Widening Local Development Pathways.* New York (USA): UN & UNDP & UNESCO. from <http://www.unesco.org/culture/pdf/creative-economy-report-2013.pdf>

Cultural and creative spillovers in Europe: Report on a preliminary evidence review. (October 2015)

Exam:

1. To present findings of creative enterprises (creative suburbs, places or creative entrepreneurs of Riga) in VIDEO or PRESENTATION format
2. To pitch the business idea