

Erasmus+ Blended Intensive Programme

Entrepreneurship and Innovative Business Models for the Cultural and Creative Industry

Start and end date of the physical activity
Monday, 12th December – Friday, 16th December 2022

Start and end date of the virtual activity
I: Monday, 21st November – Friday, 9th December 2022
II: Monday, 9th January 2023 – Friday, 27th January 2023

COORDINATOR:
Innovation Hub University of Genoa (UniGe)
Referent
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PARTNERS:
Technical University of Kosice (TUKE)
Haaga-Helia University of Applied Sciences (HH)
University of Seville (USE)
Business School Innsbruck (MCI)
Université Côte d'Azur (UCA)

PROJECT TITLE:

Entrepreneurship and Innovative Business Models for the Cultural and Creative Industry

Type of participants targeted (students, staff): Post-graduate Students

Number of participants (Learners): 20

Number of participants (Awarded): 15

Number of participants (Reported): 5

Methods and outcomes:

The programme is meant to transfer strong interdisciplinary knowledge, aiming at involving students from different backgrounds, and applying typical business theory to innovative cultural activities.

At the end of the module, students will be able to understand entrepreneurship aspects applied to different cultural industries and arts, being capable of planning main steps for transforming creative ideas into business opportunities. In order to achieve its goal, the programme will provide theoretical lectures and independent activities, aiming at developing both general and applied skills.

The theoretical approach will provide a broad overview of the major economic and business features to promote entrepreneurship. Applied activities and self-driven studies will help students to transition general business knowledge into creative and cultural industries, giving an extensive perspective on the best practices in the European and international contexts.

Complementary to this theoretical side, the practical aspect of the course will tackle the main topics concerning the cultural enterprise in each of the partner countries with a problem-learning approach, proposing a participatory design and a comparative analysis of the cultural sectors. It may present Business Canvas Model and consider the financial and legal development in cultural projects.

The programme therefore will focus on learning and training with a transdisciplinary and problem-based learning approach, giving spaces to co-creation and sharing processes, transferring specific skills able to adapt to the development of the 'Creative of the future'.

Number of HEIs in the Partnership: 6

Priority address: Other

Objectives and description:

The comprehensive training wants to develop hard and soft skills related to economics and entrepreneurship, giving specific competences to students interested in the cultural and creative sectors. The programme, indeed, offers experts and insiders' knowledge in order to study advanced economic models and strategies with both practical and theoretical perspectives.

The BIP programme may tackle the following topics: (1) Define the creative industries in different European countries and worldwide: frame distinctive

features and strategies operating in the creative industries, illustrating innovative models through which the organisations can be financially viable; (2) Tackle the different challenges and opportunities in different European countries proposing comparative analysis and a broad range of theoretical and practical case studies; (3) Define Business Models and Business Models canvas, revenues and cost analysis, applying analytical, planning and control tools; (4) Define measuring performance in creative industries, analysing and critically evaluating the business model and governance solutions of an organisation operating in the creative industry; (5) Define the budget and financing: explain the different steps of the processes and the key elements to consider in long and short-terms plans.

Number of teachers/trainers delivering the programme: 11

Start date: 21 November 2022

Virtual component description:

The virtual component of the course will be held before and after the in-person teaching phase, and it will give the time to develop the theoretical side of the educational programme. In this framework, lectures and seminars will present key knowledge on business and how to promote entrepreneurship. Moreover, online activities will be focused on understanding the state of the art in the cultural context, being supported by discussions on the main relevant topics and issues at the regional and local levels.

Online teaching will be promoted through a series of both synchronous and asynchronous activities.

Besides that, a broad range of study material will be provided to the students starting from the first phase, helping the development of individual research and projects ideas. Following up the in-person meetings, in the second (and last) virtual phase of the course, a mentoring programme will support the students in their individual project development, giving support for the preparation of communication kits, presentations and pitching.

Virtual component duration: 6 weeks

Virtual component timing: Before and after

City of Venue: Genoa

End date: 27 January 2023

Physical activity duration (days): 5 days

Number of ECTS credits awarded: 3 ECTS

Main teaching/training language: English

Country of the venue: Italy

General introduction to the course topic:

The cultural and creative sectors (CCS) include industries such as publishing, music, design, fashion, performing arts, and games. These industries are significant sources of jobs and income, generating relevant spillovers to the wider economy.

However, the CCS are highly competitive and still suffering for the lack of necessary managerial skills to thrive in such a complex business, ultimately highly impacted by the Covid-19 pandemic policies. Although over the last years plenty of strategies have been proposed in order to monetise contents and maximise profits both online and offline, a huge fragmentation has been noticed around Europe for what concern the cultural and creative industry, ultimately hit by a 'crisis of the profit non-distribution requirements'.¹ (European Parliament, 2021). In this framework, many actors and branches in the CCS are in a phase of innovate business models applications and experimentation, showing a broad range of opportunities and strategies.

The programme therefore will focus on learning and training with a transdisciplinary and problem-based learning approach, giving spaces to co-creation and sharing processes, transferring specific skills able to adapt to the development of the 'Creative of the future'.

INVOLVED EXPERTS (more to be confirmed):

- University of Genoa (UniGe):
prof. Dameri (Accounting),
prof. Tei (Applied Economics),
dr Bruzzone (Business)
- Technical University of Kosice (TUKE):
prof. Kitta (Arts Faculty)
prof. Šebová (Economics)
- Haaga-Helia University of Applied Sciences (HH):
dr Javanainen (Startup school)
- University of Seville (USE):
prof. Heredia-Carroza (Economics & Economic History)

N. OF EXTERNAL EXPERTS: 2

MAX N. OF STUDENT FOR PARTNER UNIVERSITY: 3

¹ European Parliament (2021). 'A statute for European cross-border associations and non-profit organizations Potential benefits in the current situation'. Policy Department for Citizens' Rights and Constitutional Affairs. Directorate-General for Internal Policies PE 693.439-May 2021. P.11.

PERIOD	DURATION	SUBJECT
ONLINE Week 1 – Day 1	1 h	Introduction to the course.
	2 h	Business strategies and market organisation in the Cultural and Creative Industry Leader: UNIGE, USE
		Activity: An introduction to the state-of-the-art based on lectures and assigned reading materials.
ONLINE Week 2 – Day 2	2 h	Innovative business models for CCI Leader: HH, UNIGE
	Activity: The lectures will give an extensive overview of innovative business models in the CCI, with the presentation of design and strategies for capturing new values to turn into new business. They will be integrated with assigned reading materials.	
ONLINE Week 3 – Day 3	2 h	Social participation, service and audience development, impact measurement Leader: TUKE, UNIGE
	Activity: The lectures will provide tools and strategies for understanding customers' demands and measures business impacts. The lectures will be integrated with assigned reading materials. A home assignment presenting local and regional challenges for the CCI will be required, and presented during the in-person meeting.	
IN-PERSON Week 4 (5 days) TOPIC: How to develop your business idea in the CCI? How it can be scalable in other countries in Europe?	<u>DAY 1</u> MORNING Introduction of the state-of-the art (ALL) Assignment presentation (ALL) AFTERNOON Arts, Design, and prototype (TUKE) <u>DAY 2</u> MORNING Creative Entrepreneurship and Business Planning (HH) Financial/Budgeting (UNIGE) AFTERNOON Open discussion and co-creation ws (ALL)	

		<p><u>DAY 3</u></p> <p>MORNING</p> <p>Copyrights and legal issues (tbc)</p> <p>Artists legal rights (USE)</p> <p>AFTERNOON</p> <p>Open discussion and co-creation ws (ALL)</p> <p><u>DAY 4</u></p> <p>MORNING</p> <p>Communication & Marketing (tbc)</p> <p>Ws: researchers' behaviour (HH)</p> <p>AFTERNOON</p> <p>Open discussion and co-creation ws (ALL)</p> <p><u>DAY 5</u></p> <p>Presentations (ALL)</p>
ONLINE Week 5 – Day 4	1 h	Pre-incubation programme (TUKE) - Assignment follow up (ALL)
ONLINE Week 6 – Day 5	1 h	- Assignment follow up (ALL)
ONLINE Week 7	2h	- Final assignment presentation and report evaluation (ALL)