



ENTREPRENEURSHIP AND PORTFOLIO METHOD

ROYAL ACADEMY OF MUSIC, AARHUS/AALBORG

OVERVIEW

1. The big challenges
2. Mindset
3. What is entrepreneurship
4. Entrepreneurship at RAMA
5. Portfolio method
6. Discussion in 3 groups



THREE BIG CHALLENGES



1. GLOBALIZATION





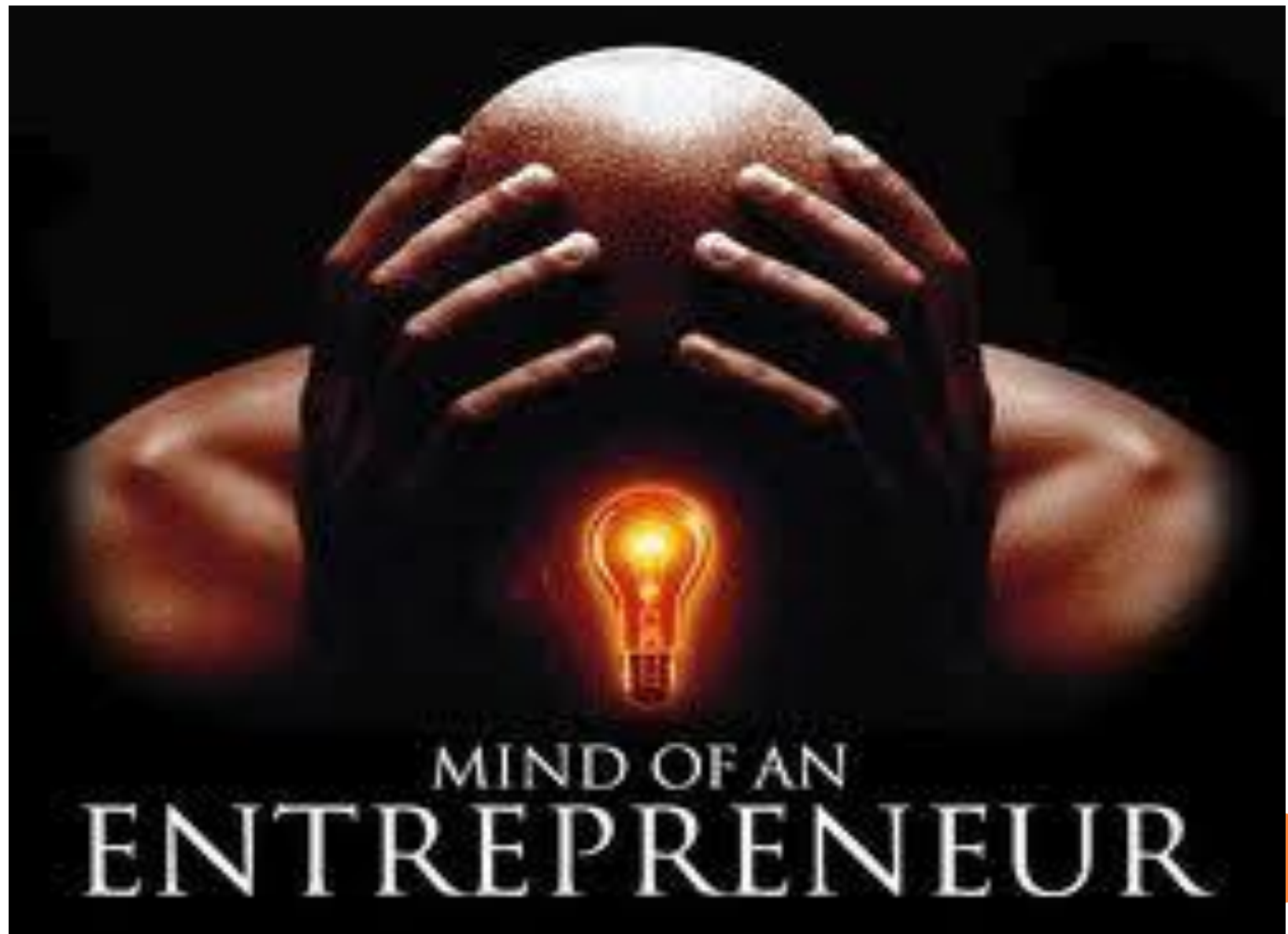
2. DIGITALIZATION





3. ENTREPRENEURSHIP





MIND OF AN
ENTREPRENEUR

"Mindset"

{noun}

a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.



What is entrepreneurship?

The traditional definition often has to do with creating economic value:

"Entrepreneurship is the act of being an entrepreneur, which can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods"... The most obvious form of entrepreneurship is that of starting new businesses...; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity."

(Wikipedia)

"A person who thinks untraditionally and innovatively and is willing to run a great risk to realize his ideas, especially by starting his own business"

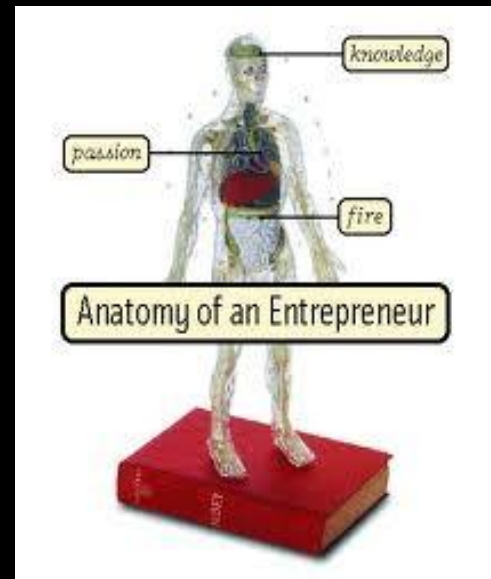
(ordnet.dk)



What is entrepreneurship?

"Entrepreneurship is about people. That they should be proactive, development-oriented, make things happen, grasp for opportunities and in the process get influence over their own lives. That a person is entrepreneurial means that he has the ability to transform an idea into a final result".

(Valdemar Duus, www.emu.dk)



What is entrepreneurship?

CREATIVITY+INNOVATION+INITIATION =
ENTREPRENEURSHIP

INNOVATION + ADDED VALUE = ENTREPRENEURSHIP

ENTREPRENEURSHIP RAMA

- 2003 - Music Management Program
- 2005- 2011: Labourmarket knowledge for jazz/pop department
- 2011- Entrepreneurship, obligatory course for all Bachelor and Master students
- 12 ECTS in the Bachelor (2-5.semester)
- 9 ECTS in the Master (1-3.semester)



ENTREPRENEURIAL STUDIES, LEARNING AIMS (12 ECTS): BA

- Basic knowledge of the field of music and cultural life in a modern, globalized world.
- Understanding of, and ability to reflect on, general aspects and relations between the field of music and the actors in cultural life.
- Ability to plan and communicate with regard to work within the world of music.
- Can assess challenges and problems as regards own career potential.



BA

- Can communicate own artistic and educational choices to peers audiences and media agents.
- Ability to work in a creative, investigative, and analytical manner in the field of music and the arts in a globalized world.
- Ability to act independently in various professional contexts and enter relevant cross-curricular cooperation.
- Ability to identify own development potential and make a well-considered choice of career.



ENTREPRENEURIAL SKILLS, LEARNING AIMS (9 ECTS): MASTER

- Specialized knowledge of the world of music and the arts in an international context.
- Understanding of, and reflective ability on, professional praxis and the complex relations between the agents in the music world.
- Ability to manage programme planning and communication with a view to working in the world of music.
- Ability to assess challenges and issues as regards personal career and set up relevant models of solutions and make qualified and considered career choices.



MASTER

- Ability to manage the communication of their personal profile and the discussion of professional issues with peers, audiences, and media agents.
- Ability to manage complex and creative challenges as regards the world of music and the arts in a globalized world.
- Ability to independently initiate and lead various professional and cross-curricular contexts and cooperation.
- Ability to be independently responsible for personal creative development potentials in a professional career context.



MARTIN



SILLE



3 DISCUSSION GROUPS

1. PORTFOLIO METHOD (Cecilia Krill)
2. BUILDING A CURRICULUM IN ENTREPRENEURSHIP (Astrid Elbek and Martin Granum)
3. HOW TO TEACH ENTREPRENEURIAL THINKING TO MUSIC/ARTS STUDENTS (Line Fredens)



INTERNATIONAL COOPERATION

- Act In Art
 - Sibelius Academy
 - Operahögskolan, Stockholm
 - Tallinn
 - RAMA, Aarhus
 - Vilnius
- Polifonia, WG 4
 - Conference in september 14
- Entrenord:
<http://caki.dk/danish/aktiviteter/konferencer-and-symposier/entre-nord/>
- Erasmus +

