

# THE EDUCATION UNIVERSITY OF HONG KONG

## Course Outline

### Part I

<b>Programme Title</b>	: Bachelor of Arts (Honours) in Heritage Education and Arts Management
<b>Programme QF Level</b>	: 5
<b>Course Title</b>	: Entrepreneurship and Arts Management 藝術管理與創業家精神
<b>Course Code</b>	: INS3076
<b>Department</b>	: Social Sciences and Policy Studies and Cultural and Creative Arts
<b>Credit Points</b>	: 3
<b>Contact Hours</b>	: 39
<b>Pre-requisite(s)</b>	: Nil
<b>Medium of Instruction</b>	: CMI
<b>Course Level</b>	: 3

### Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:

1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
- 4a. Oral Communication Skills
- 4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

## 1. Course Synopsis

Entrepreneurship plays a significant role in nurturing a culture of innovation and creativity through business start-ups in the society. Together with the growing demand to commodify cultural heritages, the quest cultural heritage preservation and management as well as the focus on sustaining cultural heritages through museum education, this course focuses on the entrepreneurship and arts management in the cultural conservation and museum education. Throughout this course, participants will be provided opportunities to examine the nature, concepts and theories, and various modes of entrepreneurship in the management of arts and cultural. In addition, students are equipped with practical competencies and skills to develop plan for a start-up business in cultural conversation and museum education. Ultimately, this course will provide the participants with a better understanding of the integrated areas of the arts, culture, business, management, and innovation.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon completion of this course, students will be able to:*

- CILO<sub>1</sub> examine the nature, importance, core concepts and theories of entrepreneurship from cultural and innovation perspectives;
- CILO<sub>2</sub> identify different modes of entrepreneurship in cultural ventures;
- CILO<sub>3</sub> describe the roles and key processes of management in the arts entrepreneurship;
- CILO<sub>4</sub> identify the critical issues, problems and solutions related to business start-up and management in cultural conservation and museum education
- CILO<sub>5</sub> develop plan for a start-up business of cultural conservation and museum education

## 3. Content, CILOs and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
Nature and importance of entrepreneurship as a social, economic and cultural process	CILO <sub>1,3</sub>	Lecture, group discussion
Cultural ventures from an entrepreneurial ecosystem perspectives: Core concepts and theories	CILO <sub>1,3</sub>	Lecture, case study
Entrepreneurship and innovation in action: Different modes of operation Roles and key processes of arts management Possible issues, problems and solutions in start-up	CILO <sub>2-4</sub>	Brainstorming exercises, discussion, lecture, case

and management		study
Funding and resources building and management in arts and arts education	<i>CILO</i> <sub>3-5</sub>	Lecture, case study, discussion
Marketing (4Ps - Product, Price, Place, and Promotion) and publicity in cultural and innovation sectors	<i>CILO</i> <sub>3-5</sub>	Lecture, case study, group discussion, exhibition
Alignment of market strategies and digital technologies in cultural heritages and museum	<i>CILO</i> <sub>3-5</sub>	Lecture, case study, guest lecture, hands-on practice
Education and outreach activities of cultural heritage and museum	<i>CILO</i> <sub>4,5</sub>	Information search, visits, hands-on practice, group discussion, lecture
Planning and financing of museums and heritage conservations start-up	<i>CILO</i> <sub>1-5</sub>	Group-based activities for information search, discussion, business planning and writing in a real context

#### 4. Assessment

Assessment Tasks	Weighting (%)	CILO
(a) A Critical Analysis on the Arts Management in the Culture Industry - Students are required to conduct an in-depth analytical study on the arts management of a specific cultural industrial area such as Cantonese opera and identify the core issues in its managing from an angle of	50%	<i>CILO</i> <sub>1-4</sub>

<p>entrepreneurial process in the cultural and innovation sectors. Students are also required to have a reflection on their study and propose ways for advancing the management of the specific area. (approx. 2500 words)</p>		
<p>(b) A New Business Proposal in the Cultural and Creative Sector - Students are required to form group to propose a new business cultural and creative proposal. They will be guided to develop the proposal through determining the opportunities, analysing the environment, defining the goals, planning and evaluation. Students will also be required to make a group presentation of the new business proposal in a creative way (e.g. using dynamic proposal template, video clips, audio play, and etc.).</p>	<p>50%</p>	<p><i>CILO<sub>1-5</sub></i></p>

## 5. Required Text(s)

Piber, M. (2020). *Management, Participation and Entrepreneurship in the Cultural and Creative Sector*. Springer International Publishing.

## 6. Recommended Readings

Andrews, R. (2019). *Arts entrepreneurship: Creating a new venture in the Arts*. Taylor & Francis.

Brown, B. A., Mokgalo, L. L., & Chipfuva, T. (Eds.). (2020). *Botswana cultural heritage and sustainable tourism development: A handbook of theory and practice*. Cambridge Scholars.

Demartini, P., Marchegiani, L., Marchiori, M., & Schiuma, G. (Eds.). (2021). *Cultural initiatives for sustainable development: Management, participation and entrepreneurship in the cultural and creative Sector*. Springer.

Dworkin, A. P. (2019). *The entrepreneurial artist: Lessons from highly successful creatives*. Rowman & Littlefield.

Eid, H. (2019). *Museum innovation and social entrepreneurship: A new model for a*

*challenging era*. Routledge.

Kolb, B. M. (2020). *Entrepreneurship for the creative and cultural industries (2nd ed.)*. Routledge.

Larsen, P. B., & Logan, W. (Eds.). (2018). *World heritage and sustainable development: New directions in world heritage management*. Routledge.

Lazzeretti, L., & Vecco, M. (2018). *Creative industries and entrepreneurship: Paradigms in transition from a global perspective*. Edward Elgar.

Lindgreen, A., Vallaster, C., Maon, F., Yousafzai, S., & Florencio, P. B. (Eds.). (2019). *Sustainable entrepreneurship: Discovering, creating and seizing opportunities for blended value generation*. Routledge.

Passiante, G. (Ed.). (2020). *Innovative entrepreneurship in action: From high-tech to digital entrepreneurship*. Springer.

Starr, F. (2013). *Corporate responsibility for cultural heritage conservation, sustainable development, and corporate reputation*. Routledge.

Walter, Carla. (2015). *Arts Management: An entrepreneurial approach*. Routledge.

## 7. Related Web Resources

Bplans.com (<https://www.bplans.com/>)

Entrepreneurship Database (<http://www.lib.eduhk.hk/cgi-bin/WAMConnMgr?sid=entrepreneurship>)

Factiva (<http://www.lib.eduhk.hk/cgi-bin/WAMConnMgr?sid=factiva>)

WisersOne (<https://www.lib.eduhk.hk/cgi-bin/WAMConnMgr?sid=wisersone>)

Getting Start (<http://smallbusiness.yahoo.com>)

Global Entrepreneurship Monitor(<http://www.gemconsortium.org/>)

SME Centre of Trade Development Council (<http://sme.tdctrade.com/>)

Alibaba Entrepreneurs Fund (<https://www.ent-fund.org/>)

US Small Business Administration (<http://www.sba.gov/>)

## 8. Related Journals

Entrepreneurship Theory and Practice

International Journal of Entrepreneurship and Innovation Management

Journal of Entrepreneurship and Innovation in Emerging Economies

Journal of Entrepreneurship and Public Policy

Journal of Entrepreneurship, Management and Innovation

信報

香港經濟日報

企業雄才

資本雜誌

## **9. Academic Honesty**

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the Policy on Academic Honesty, Responsibility and Integrity (<https://www.eduhk.hk/re/uploads/docs/000000000016336798924548BbN5>). Students should familiarize themselves with the Policy.

## **10. Others**

Nil

May 2021