

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES			
<i>Course code (LAIS):</i>	<i>Course code is assigned after registration in the study information system</i>			
<i>Study programme:</i>	Communication and Public Relations			
<i>Level of Study programme:</i>	<input type="checkbox"/>	Short-cycle professional higher education		
	<input checked="" type="checkbox"/>	Professional Bachelor		
	<input type="checkbox"/>	Professional Master		
	<input type="checkbox"/>	Academic Master		
	<input type="checkbox"/>	PhD level		
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)		
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)		
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)		
	<input type="checkbox"/>	Elective courses (Part C)		
Course Workload:	Credits/ ECTS		Academic hours	Contact hours
	3		75	30
<i>Course Author/ Tutor:</i>	Agita Šmitiņa			
	Assistant Professor, Dr.Sc.admin			
	e-mail: agita.smitina@va.lv			
	Consultation: according to the schedule for each semester			
Study Form:	Full time studies			
Study year, semester:	Year 4, Semester 7			
Language:	Latvian/English			
Prerequisites for the Course: <i>(if necessary)</i>	-			
Course Summary:	Study course "Entrepreneurship in the Creative Industries" provides students with state-of-art knowledge and skills for recognizing the notion of "creative industries" while examining creativity and start point of entrepreneurship. During the course students will get knowledge in starting a business: business plan or canva writing, marketing issues, customer management. The core competence of this study course is an ability to develop entrepreneurial skills and clear understanding of the creative industries as related issue with creative economy- new economy which based upon exploit of intangible resources-knowledge, creative ideas and innovation.			
Assessment:	Final paper (in written form) and exam (in oral presentation form) is organized in small group			
Requirements for Credits:	Participation in lectures, practical workshops, group work, mandatory participation in a study tour. Essay. Presentation-field analysis + examples. Timely submission of assignments			
Abiding by the Academic Ethics	<p>Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:</p> <ul style="list-style-type: none"> - study papers must be independently developed; - the study work should reference all statements, ideas and data used that have been authored by someone else; - appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; - the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is exmatriculation.</p>			
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes		The evaluation methods and criteria	
	Knowledge			
	Students have knowledge about basic		Lectures, practical workshops	

	techniques used by entrepreneurs to develop creative industry business; also have better understanding about new, innovative product or service development features from the consumer's side as well as from entrepreneur's activity side.	
	Students will understand how to integrate knowledge in different fields and contribute to the development and creation of new knowledge and professional activities.	Lectures, practical workshops, Case Study
	Skills	
	Students will be able independently advance their competencies in starting entrepreneurship and make an innovations in different business areas.	Lectures, practical workshops
	Students have better understanding about new, innovative product or service development features from the consumer's side as well as from entrepreneur's activity side.	Lectures, practical workshops
	An understanding of the key pressures and forces currently acting on the creative industries sector	Lectures, practical workshops
	Competency	
	Students will be able to work and know the contact points of different creative fields, independently use the theory, methods and problem solving skills both by analyzing the specifics of the management of existing companies' projects, as well as developing and developing their projects in the field of creative industries	Discussions, home exercises, final paper
	Students will be able to make a business canva and short business plan and financial calculations	Discussions, home exercises, final paper
Course Compulsory literature:	<p>Basic course literature:</p> <ol style="list-style-type: none"> 1. Abizāre V. Ievads Uzņēmējdarbībā. Raka. 2004 2. Curedal R. Design Thinking: Process and Methods . Design Community College, 2019 3. Green, V. J. The Opportunity Analysis Canva, University of Meryland, 2013 4. Drucker, Peter F. Innovation and Entrepreneurship, Butterworth/Heinemann, 2002. VIII, 258 p. 5. Culture Ministry of Estonia. Creative industries in Estonia, Latvia and Lithuania, 2011 Online: http://www.km.gov.lv/lv/starpnozares/radosa/petijumi.html 6. Michael E. Gerber. The E-Myth Revisited. Harper Collins, 2009, 288 pages Latvian edition of the same book: Gerbers, Maikls E. Uzņēmējdarbības meistarība. Rīga: Zoldnera izdevniecība, 2013. 219 lpp 	
Course additional literature:	<ol style="list-style-type: none"> 1. Collins, Hilary. Creative research: the theory and practice of research for the creative industries. Bloomsbury Publishing, 2017. 2. Green Paper. Unlocking the potential of cultural and creative industries. Brussels, (COM) 2010 3. J Potts, S Cunningham. Four models of the creative industries: International journal of cultural policy, 2008 - Taylor & Francis 4. S Hotho, K Champion. Small businesses in the new creative industries: innovation as a people management challenge: Management Decision, 2011 – emeraldinsight.com 5. Cultural Policy Guidelines 2014-2020 “Creative Latvia”; The entrepreneurial dimension of the cultural and creative industries. Brussels, 2011 Approved by Faculty of Society and Science, 16.01.2016. 6. „Promoting cultural and creative sectors for growth and jobs in the EU”. Brussels, 2013 7. How to support creative industries. Good practices from European Cities. Creative Metropoles, 2011 Online access: http://www.km.gov.lv/lv/doc/starpnozares/radosa/2012/CMportfolioWEBversion.pdf 8. National Industrial Policy Guidelines 2014-2020. Informative part. Riga, 2013; The entrepreneurial dimension of the cultural and creative industries. Brussels, 2011. 9. Creative industries in Estonia, Latvia and Lithuania 2010. (http://www.km.gov.lv/lv/starpnozares/radosa/petijumi.htm) 	
Course confirmation date:	December 11, 2019.	

Date of course description update:	September 6, 2024.
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Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independen t work hours	
<i>The date is specified before the implementation of the course</i>	Introduction. Creative and cultural industries: legal and strategic framework. Classifications, specifics. Difference from traditional business. Legislation. Creative industries in Latvia and Europe, success factors and examples. Teamwork and cooperation in creative industries	4	6	Lectures, group work
	Analysis of creative entrepreneurship examples: companies, projects, products Entrepreneurship, creativity, innovation. The concept of creative thinking: theory and practice, etc.	4	6	Seminar, lecture, case study
	Creative Entrepreneurship Opportunities at Vidzeme University of Applied Sciences Creating and evaluating creative business ideas: techniques, examples, group work. Idea banks, brainstorming, association methods	4	6	Seminar, lecture, case study
	Creating a Business Canvas and writing an effective business plan. Key elements - market participants, customers, consumers. Student group presentations. Ways to evaluate a business idea	4	6	Group presentations, workshops
	Methods of developing and evaluating a new product. Basic marketing strategies ABC of building a small business, specifics in the creative field	4	6	Lectures, group works
	Basic financial calculations and cost estimates. Financial flow analysis. New product development costs Product viability and life span. Profit, turnover. Current events in tax policy in Latvia	4	6	Lecture, group work, independent work
	Deadline for submitting the Financial part of the Project Individual discussions with each group	3	6	Homework
	Final test and presentations	3	3	Test, Project presentation
	Hours total:	30	45	