Course: Entrepreneurship 2 — credits: 5

Course code	MUVM26ENT2
Name	Entrepreneurship 2
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English, English
Coordinator	D. .H. Braunsdorf
Modes of delivery	Individual supervision Teaching method 1 Teaching method 2
Assessments	Portfolio assessment 2 - Portfolio assessment

Learning outcomes

3.2 Students identify opportunities in the community, turning these into concrete actions. They are not afraid to take risks and positions themselves with their products or activities.
5.1 Students present themselves and their work, individually and/or collectively, in a way that is suited to the work presented and the intended audience.
6.5 Students respond to changing situations and circumstances and contribute to solving complex context-specific problems and issues.

Content

Entrepreneurship is part of your professional practice. It is important to learn how to position yourself as an artist and to formulate strategies that resonate with your audience, customers and other stakeholders. This course is designed to develop an entrepreneurial mindset, enabling you to adeptly manage organizational and operational responsibilities while also maintaining the integrity of your artistic products or services.

In the second semester, the focus lies on carrying out your entrepreneurial plan. In support of that, you follow seminars that cover relevant entrepreneurial subjects such as described in semester one, plus topics such as online marketing, electronic press kit, financial management, and presentation skills. You take part in group meetings with other students and coaches in which plans are presented, discussed and feedback is given in order to adjust or enhance your plans where necessary or desired. The outcome of the course is an evaluation of and reflection on the results of your entrepreneurial plans which are added to your portfolio.

Included in programme(s)

Master of Music
Master of Music, Exchange (year)

School(s)

Arts, Design & Built Environment

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