Vak: Entrepreneurship 1 — credits: 5

Vakcode	MUVM24ENT1
Naam	Entrepreneurship 1
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels, Nederlands
Coördinator	D. .H. Braunsdorf

Werkvormen	Individueel Werkvorm 1 Werkvorm 2
Toetsen	semester 1 - Assessment

Leeruitkomsten

3.1 The student is aware of developments in his/her specialist field, the wider professional music world and society at large. The student demonstrates how he/she integrates that awareness into his/her professional abilities and uses it to enhance his/her own career and to serve the community.
3.2 The student identifies opportunities in the community, turning these into concrete actions. He/she is not afraid to take risks and positions himself/herself with his/her products or activities.
4.3 The student reflects on his/her own working methods, and thus understands the implications of choices and decisions, which he/she can defend retrospectively both to colleagues and to individuals working outside the field.
5.1 The student presents himself/herself and his/her work, individually and/or collectively, in a way that is suited to the work presented and the intended audience.
6.5 The student responds to changing situations and circumstances and contributes to solving complex context-specific problems and issues.

Inhoud

Entrepreneurship is an essential part of the student's professional practice. It is crucial for the student to learn how to position himself/herself as an artist and to formulate strategies that resonate with his/her audience and customers through music.
This course is designed to develop an entrepreneurial mindset within the student, enabling them to adeptly manage organizational and operational responsibilities while also maintaining the integrity of their cultural products or services.
In doing so, the student presents at the end of the first semester the project plan to coaches and fellow students (peer-to-peer review). They support their plans with a pitch deck presentation that covers entrepreneurial topics such as business models, SWOT analysis, and persona analysis. Throughout the first semester, you attend ten seminars that cover relevant entrepreneurial subjects such as project planning, persona development, and effective pitching techniques. You also attend group meetings including other students and two coaches in which you can discuss and ask questions concerning your project plan. Through seminars and group meetings, you receive extensive guidance and support to effectively design your project plan.
During the presentation of the project plan, you receive constructive feedback on your presentation, which helps you refine your ideas. A pass is required to finish the first semester.

Opgenomen in opleiding(en)

Master of Music, Exchange (year)
Master of Music, Exchange Autumn programme
Master of Music, major New Audiences and Innovative Practice
Master of Music, major Classical Music
Master of Music, major New York Jazz

School(s)

Prins Claus Conservatorium

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