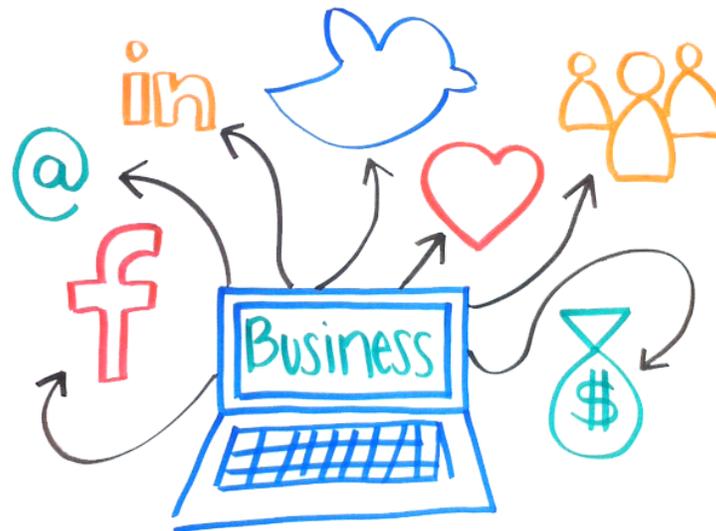


# Unexpected Enterprises: Thinking and doing enterprise creatively



# Thinking and doing enterprise creatively



Exploring:

- How **new modes of (self-actualised) creative and cultural work** are being generated by enterprising activities that typically fall **outside traditional notions of entrepreneurialism** - often through leveraging the affordances new digital tools and platforms.
  - How these **evolving pathways** (that create creative work) can be **reflected in teaching and learning** about creative and cultural enterprise in higher education.
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# Unexpected Enterprises Research Project



- We wanted to better understand how technical and social innovations give rise to enterprising behaviour that may be **hidden, unrecognised or unexpected** within traditional notions of entrepreneurship.
  - The project has investigated emerging forms of creative/media entrepreneurship and their application to the development of enterprise teaching and learning in higher education.
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# Why?

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To help students to prepare for the realities of creative and cultural work by critically examining entrepreneurial paradigms (Royle & Mathee, 2017). Thus;

To question traditional accounts of entrepreneurship - exploring relevant ways of understanding and talking about creative and cultural entrepreneurship.

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“Narrow views of entrepreneurship result in a denial of entrepreneurial activities from marginalised groups and from forms of entrepreneurship which might be hidden from dominant discourse” - Naudin, 2018

“Media enterprise education should not be seen as simply becoming ‘literate’ in learning and performing dominant versions of entrepreneurship” - Ashton, 2017

# Research Approach



A **collaborative design process** employing design thinking methodologies (Tschimmel et al, 2015) involving educators, students, practitioners in generating ideas for **innovating educational approaches**.

This approach supported **pedagogic experimentation** with ways of teaching & learning about creative entrepreneurship (Stenvall-Virtanen et al 2016) .

Activities and outputs include: open innovation lab (OIL), teaching pilot, workshops, pedagogic resource.



# Activity: Entrepreneurial Stories



- Review your stories
  - As a group, consider significant issues and factors in these stories (e.g. enabling factors, challenges, pathways taken)

(10 mins)

# OIL/Teaching Pilot – Emerging Pedagogical Considerations



Creative  
Entrepreneurship:  
'creating creative work'

- Identity and performance
- Values and valuing
- Power and inequality
- Money and business models
- Language and culture
- Space and place
- Sociality and networking
- Qualities and attributes
- Skills and knowledge
- Pivotal experiences



(Agusita & Ashton, *Forthcoming*, 2020)

# Activity: Creative enterprise teaching and learning



Each group has one of the following areas to consider:

- Self-promotion
- Spaces and networking
- Business planning

# Activity: Creative enterprise teaching and learning



In your groups

- 1) **Discuss** - What assumptions might underpin creative enterprise teaching and learning in relation to your area? What advantages and disadvantages might be associated with how this is explored with learners? (5 mins)
- 2) **Propose** - What approaches/resources might support innovation in how this area is explored with learners? What might be done differently? (5 mins)
- 3) **Make** - Using the *materials/guide* provided, explore/visualise ideas for innovating teaching and learning approaches in this area (10 mins)

# Emerging Innovation Workshop Findings



Design approach/pedagogic resources enabled critical and creative exploration of creative entrepreneurship/enterprise – ‘developing a context to question what creative entrepreneurship is’. We identified the value of engaging with:

- Life stories revealing entrepreneurial narratives that are unexpected, accidental and complex;
- Business planning processes that *remix* conventional approaches;
- Self-promotion/branding approaches that question perceived protocols;
- Processes of reimagining the nature of creative collaboration in terms of co-working spaces and networking practices.

(Agusita & Ashton, *Forthcoming*, 2020)



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