

BIP General presentation

General Information
Dates for physical activity: November 2023
Location of physical activity: West University of Timisoara Faculty of Arts and Design
Proposed period for virtual component : October 2023
Target audience / Participant profile : License, Master and Phd students (design, arts, cultural studies, marketing, management) The target group for the program is Advanced BA, students and masters interested in completing or developing their creative entrepreneurial direction with an emphasis on entrepreneurial thinking and cultural entrepreneurship. It is up to the staff at each university to decide whether they will also recruit high-performing undergraduates.
No. of ECTS issued : 3 ECTS
Language of instruction and requirements : Working languages: English Visits will be carried in English
Organizing board: Host university: Universitatea de Vest din Timișoara, Romania (Diana Andreescu) Partners: P1. University Beira Interior, Portugal (Maria Jose Madeira, Cristina Mota) ; P2. IED Istituto Europeo di Design, Italy (Martina Bianchini, Ivana Mazzi, Serena Selva) ; P3. Accademia di Belle Arti Aldo Galli, Italy (Nicoletta Castellaneta, Letizia Salerno) ; P4. Politécnico de Bragança, Portugal (António Meireles); P5. Catholic Private University Linz, Austria (Ružica Romić).
Program
Title : Entrepreneurship and sustainability in the cultural / creative industries.
Short description: <ul style="list-style-type: none">• This combined intensive program (in response to the Erasmus + Call) proposes an interdisciplinary program that offers students a mix of artistic and scientific skills with the basic principles of art, philosophy, natural sciences, engineering and humanities. Areas in which creative and entrepreneurial thinking promote collaboration and teamwork and allow project planning, creation, implementation and analysis. Teaching and learning methods with strategic partners including museums, art galleries and NGOs underline the importance of these relationships which are also reflected in the institution's strategy, and which are based on full involvement in the creative and cultural sectors, incorporating both staff and students in networks and alliances that expand academic horizons. The program involves both virtual and face-to-face training and mentoring activities. The face-to-face activities will take place at UVT, in Timisoara, Romania.• This blended intensive program aims to reflect on the relationships between the cultural-creative industries and urban regeneration and to train students in understanding and intervention skills, through interdisciplinary dialogue, through research on some neighborhoods in different European cities and through immersion in the urban reality of Timișoara city and of other localities in western Romania. We emphasize that <i>Timisoara will be the European Capital of Culture in 2023</i>, which increases the interest in the case studies carried out on it.

- Teaching staff and invited experts will facilitate the debate and understanding of the proposed issues, starting from concrete cases, which together with the students they will place in broader conceptual and theoretical contexts. The aim is to contribute in this way, even if initially, to the training of urban innovators.
- The courses taught by professors and experts, as well as the documentation activities and teamwork carried out by students, will be based on the following guiding themes:

1. Your art, your brand!
2. The Personal Brand Handbook
3. Digital portfolio
4. Social media to sell and promote art
5. Artist and entrepreneur
6. Business canvas plan. Your business idea
7. Pitch. Public support
8. The role of public authorities (European, national, regional, local) in stimulating creative industries and urban regeneration

Note: During the preparation period (January 2023 – October 2023), these themes may be partially redefined by the BIP staff, by consensus.

Proposed schedule:

1. Online activities: October 2023

A preparatory work will be done in international student groups. Each group will be assigned a topic for reflection which they will then structure into a thematic portfolio. Afterwards, each group will be supervised by a teaching tutor. Organize virtual collaborative learning activities and mentoring.

2. In presence activities: November 2023

Morning: classes and lectures (teachers, experts and researchers).

Afternoon: discussions and interviews with artists and cultural leaders (curators, exhibition managers, art critics, etc.).

First day: dedicated to getting to know each other and organizing the activity (2 hours, in the morning); the presentation of the results of the online activities (3 hours, in the afternoon);

Second day: courses and interactive activities coordinated by teaching staff, with interventions by external experts (3 hours, in the morning); visit to creative spaces and regenerated/regenerable neighborhoods in Timisoara (3 hours, in the afternoon);

Third day: workshops will be done in international student groups. Design Thinking and Business Models. Methodologies that allow us to leverage ideas, find solutions and implement business models. Activities coordinated by teaching staff. (3 hours, in the morning)

Fourth day: field trip across the West Development Region, to experience examples of cultural-creative initiatives and urban dynamics outside Timisoara;

Fifth day: Presentation and debate of field observations and analyses, in correlation with the results of the documentation made by the students during the online stage of the activities (3 hours, in the morning).

Organization of the final stage of the development of the materials from which the groups of students and sending the materials to the teaching staff responsible for the evaluation (in the afternoon).

Note: The order of activities may undergo some changes, depending on the situation at that time and the availability of the invited experts or the schedule of the structures visited.

Invited guests/speakers/experts (if any):

Experts, managers and entrepreneurs from the field of creative industries and urban regeneration from Romania (especially from Timisoara)

Application procedure**Requirements :**

Letter of intention / Cover letter (one page maximum)

Curriculum vitae

Photo or pdf copy of the identity document

How to apply :

Each partner organizes its own application procedure, according to the internal rules of the sending university, in compliance with the requirements of the Erasmus+ mobility program.