

REPORT

MOOC COURSE

WP 6

D 6.9 MOOC course “Entrepreneurship for the creative industries”

Date: 1st March 2023



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European Universities Alliance
for Film and Media Arts

Co-funded by the
Erasmus+ Programme
of the European Union



Horizon 2020

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WP 6

D 6.9 MOOC course “Entrepreneurship for the creative industries”

MOOC: “Entrepreneurship for the Creative Industries”
for WP6

This MOOC was written by Marta Vaz de Sousa and Tobias Fruhmorgen, both teachers and researchers at Lusófona University, Lisbon. They are both teaching creative production in different stages in the undergraduate cycles, and are also part of the research-program “C-Accelerate” in which they gained further knowledge in the subject.

The MOOC was designed to be a dynamic first insight for teachers, students, and staff within the Alliance. It consists of 2 videos of 8 mins introducing the main topics in the field of entrepreneurship in the CI, with a recap after each chapter, completed by a bibliography and followed by a short questionnaire about how the MOOC was found, used and its helpfulness overall.

The course went online on March 1, 2023 at the Lusofona X platform.

Link:

https://cursos.lusofona-x.pt/courses/course-v1:ulusofona+ECI+2023_01/about

Tobias Frühmorgen

Marta Vaz de Sousa

March 1, 2023

The screenshot shows the user interface of the Lusófona X platform. At the top left is the Lusófona logo. On the right, there are navigation elements: a language dropdown set to 'English', a 'Courses' link, and a user profile for 'tobiasf'. Below this is a search bar labeled 'Search Your Courses'. The main content area is titled 'My Courses' and lists two courses:

- Sustainability and the film industry**: SFI, Started - 1 de mar de 2023, with a 'Resume Course' button.
- Entrepreneurship for the creative industries**: ECI, Started - 1 de mar de 2023, with a 'Resume Course' button.



Entrepreneurship for the Creative Industries You are enrolled in this course [View Course](#)

In this course you will learn the basic concepts of entrepreneurship, its relevance for artistic training and the potential for arts entrepreneurship education.

You are enrolled in this course [View Course](#)

About This Course

In this course you will learn the basic concepts of entrepreneurship, its relevance for artistic training and the potential for arts entrepreneurship education.

Course Staff

This MOOC is presented to you by Marta Vaz de Sousa and Tobias Frühmorgen, both lecturers and researchers at Lusófona University in Lisbon, Portugal.

Marta Vaz de Sousa

Marta is a creative film and TV producer based in Portugal. Originally a copyright lawyer, over the past 20 years she has produced film and TV projects, all the way from script development to distribution. With a focus in business development, film production and international sales, she is currently teaching film production at Kino Eyes (European Film Masters) and at B.A. (Film, Video and Multimedia Communication), while carrying out research at FilmEU (European Universities Alliance for Film and Media Arts) and as member of CICANT (Centre for Research in Applied Communication, Culture, and New Technologies).

Tobias Frühmorgen

Tobias Frühmorgen is a filmmaker, researcher and film lecturer.

As a film lecturer, he teaches in Creative Production and European Film Heritage, and project tutoring and thesis supervision at [Lusófona University Lisbon](#) (PT) for the European Master Program [KinoEyes](#) (PT_UK_EE_IRL) as well as the [Master Film Studies](#) and [Cinema Bachelors](#) and Green Production. He also works in exchange programs like [Looking China](#) (PT_CN_KOR_RU_HU_BRA) and research programs like [Filmterm](#) (EE_FI_DE_PT), [future.film.education](#) (DE_HU_PT), C-Accelerate (FI_PT_BEL_EE), Cyanotypes (DK_PT_IRL_AUT_NL_CZ_DE), and FilmEU Research-Innovation-Transfer (EU). Since 2020 he is also part of the curriculum, pedagogy and artistic research development of the [European Universities Alliance for Film and Media Arts – FilmEU](#) as well as project supervisor for a [yearly pilot](#) and coordinator for the joint research project (PT_BE_EE) on [Screenwriting and GTP-3](#). From 2021 onwards, he is researching on his artistic based PhD at the [Filmuniversity Babelsberg](#) (DE) about "[Creative Artificial Intelligence – Writing a screenplay with AI](#)".

Modules

This course will have 2 modules:

- Module 1 - What is entrepreneurship?
 - Entrepreneurship vs entrepreneurial thinking

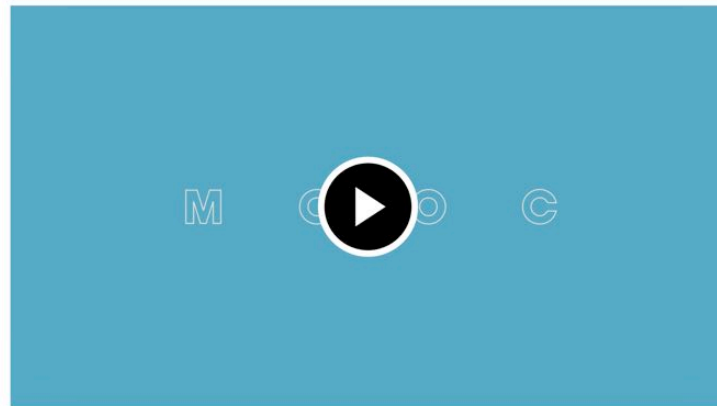


Module 1 - Video

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Structure:

What is entrepreneurship
Entrepreneurship vs entrepreneurial thinking
Inefficiencies and Opportunities
Entrepreneurial mindset and skills
The 3 needs

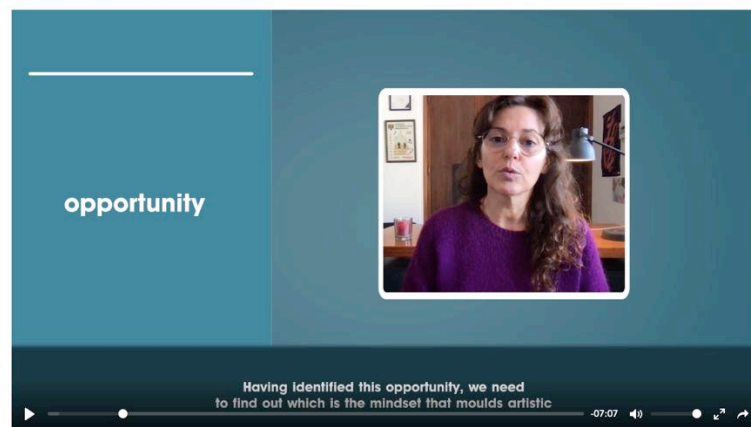


Curso > FilmEU - MOOC: > Entrepreneurship for the Creative Industries > Module 2 - Entrepreneurship in the arts - Video



Module 2 - Entrepreneurship in the arts - Video

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





Structure

- Mindset
- The creative industries
- Arts entrepreneurship
- Creative tools

Curso Datos Instructor

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< Anterior           Próximos >

About this Course

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About this course:

Welcome to the MOOC about Entrepreneurship for the creative industries. This MOOC is presented to you by Marta Vaz de Sousa and Tobias Frühmorgen, both lecturers and researchers at Lusófona University in Lisbon, Portugal.

In this course you will learn the basic concepts of entrepreneurship, its relevance for artistic training and the potential for arts entrepreneurship education.

This course will have 2 modules:

Module 1

- What is entrepreneurship
- Entrepreneurship vs entrepreneurial thinking
- Inefficiencies and Opportunities
- Entrepreneurial mindset and skills

The 3 needs

Module 2

- Entrepreneurship in the arts

< Anterior Próximos >