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Abstract

In recent years, creativity, innovation, and entrepreneurship have become universally recognized. Governments all over the world are more sensitized to their role in encouraging the self-employed and small businesses to stimulate constructive and creative financial growth in their societies. In the contemporary arts, it is hard for artists to become entrepreneurs without creativity and innovation. A majority of artists, e.g., creative, performing and literary artists, who are characterized as self-employed, working freelance or with short-term contracts, lack knowledge and/or experience in what are known as “portfolio, protean or boundary-less careers”. In order to better develop and/or manage their self-employment, arts entrepreneurship education is probably the most suitable discipline to support this creativity and innovation, especially with regard to China. The purpose of this study is to develop an Arts Entrepreneurial Competence Framework (AECF) to advance Arts Education (AE), in particular Music Education (MuE) in mainland China. The Delphi technique was developed by Dalkey and Helmer at the Rand Corporation in the 1950s. It was seen as an official method of generating ideas and gaining consensus among different experts in related fields of interest. The Delphi technique was implemented to construct a core framework of arts entrepreneurship competence in this study. In doing so, the study explores not only the suggested framework of the essential elements of entrepreneurial competence in the arts, but also opportunities for the development of student entrepreneurial competence for the arts disciplines, both of which will be discussed in this presentation.

Bio

He Yang is an EdD candidate in the Hong Kong Institute of Education (HKIEd), with particular interests in tertiary arts education, arts entrepreneurship education, and arts curriculum development. She holds a master's degree in music education from State University of New York, Fredonia. Sunnie has five articles published in China's academic journals, and several poster/oral presentations at local conferences. Sunnie is currently working in the Department of Cultural and Creative Arts (CCA), HKIEd as a senior research officer, consulted on a variety of projects, involving qualitative and quantitative analysis to achieve acquisition, restructuring, and strategic realignments within arts education systems in China. Prior to enrolling the research programs in CCA, she worked for two years as a lecturer taught music appreciation in Beijing Normal University, Zhuhai.