



“OMEGA”

“Opening More Employment Gates for Arts and music students”

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Partner e obiettivo



Partner principali:

İzmir: *Yaşar University*

İzmir: *EGECED* (Institute of Education and Youth Studies Association)

Barcelona: *Fundacio privada universitat Abat Oliba Ceu* (Business School)

Corfu: *Ionian University*

Cork: *Cork Institute of Technology, School of Music*

Thessaloniki: *Be Artive* (Arts management company)

Verona: *Conservatorio statale di musica "E. F. Dall'Abaco"*

Obiettivo: progettare e testare un **modulo curricolare** sulle competenze e conoscenze utili per il laureato (di materie artistiche/musicali) che affronta il mondo del lavoro

Il lavoro nel XXI secolo



VISIONE PESSIMISTA

- aumento dei laureati/diplomati
- aumento della concorrenza internazionale
- **stagnazione/diminuzione** dei posti di lavoro nelle organizzazioni musicali tradizionali

Il lavoro nel XXI secolo



VISIONE + OTTIMISTA

- netto **aumento** dell'offerta di lavoro nelle cosiddette 'industrie culturali e creative'
- per partecipare a questo mercato, agli artisti/musicisti serve un leggero «aggiustamento di tiro»

Alcune aree in cui intervenire:

- conoscenza delle opportunità nel reale mondo del lavoro
- conoscenza/sviluppo delle competenze richieste (per trasformare idee in progetti finanziati, ecc.)

Svolgimento: preparazione

Un team internazionale di 10 docenti lavora sull'argomento per un anno. Riunendosi di tanto in tanto per confrontarsi e elaborare i risultati



I «prodotti» preliminari:

- analisi del rapporto *azienda-arte* paese per paese

COMPARATIVE COUNTRY ANALYSIS ON BUSINESS-ART COOPERATION

INDEX

- Introduction
 - o Greece
 - National Bank of Greece
 - Eurobank
 - OPAP
 - Diazona
 - Beartive
 - o Ireland
 - Establishing Music Generation
 - Art and Architecture of Ireland
 - Tile Style Artist Bursary
 - o Italy
 - Compagnia di San Paolo
 - Fondazione Nicola Trussardi
 - Fondazione Aldo Morelato
 - CheFare
 - Farm Cultural Park
 - o Spain
 - Acurela de Barrios
 - Me sumaria
 - Antonio Gades
 - Social Arts Community Centre for Social Inclusion
 - Entrepreneur Workshop
 - o Turkey
 - Yaşar Holding
 - Türkiye İşbankası
 - Akbank
 - Arkas Holding
 - Sabancı Holding

- definizione di un modulo di 28 ore: metodologie, ore fontali e di studio, crediti, ecc.

"ARTS AND MUSIC STUDENTS IN BUSINESS" COURSE MODULE

Learning Outcomes of the Course	Learning Activities and Evaluation
<ul style="list-style-type: none"> (a) identify the course with their own knowledge that the value of their traditional arts and music education also to their own professional careers; (b) understand the value of artistic career options within the arts and music industries; (c) understand the value of entrepreneurship opportunities; (d) understand the value of entrepreneurship. 	<ul style="list-style-type: none"> The course consists of 28 lessons which comprise lectures, seminars, group activities and exercises. The 28 lessons of study are: <ul style="list-style-type: none"> (1) Document Creation (2) Case Study (3) Marketing (4) Business Planning (5) Entrepreneurship
<p>Overall Content</p>	<p>Business and Management (theory, practice, assignment)</p>
<p>Module Topics</p>	<p>Methodology and Assessment (theory, practice, assignment)</p>
<p>1. Introduction</p> <p>Explanation of aims of course.</p> <p>Organizing students into working groups.</p> <p>Handing out and explanation of software.</p> <p>Case in learning change.</p>	<p>Short Lecture</p> <p>Assignment (class activity)</p>
<p>2. Document Creation</p> <p>Definition and description of the document creation process.</p> <p>Creating the business plan.</p> <p>3. The business plan (part 1)</p> <p>4. The business plan (part 2)</p> <p>5. The cover letter and letter of interest</p>	<p>Handing</p> <p>Students will create a business plan for their own business. Chapter 1</p> <p>Handing</p> <p>Students will create a business plan for their own business. Chapter 2</p> <p>Handing</p> <p>Students will create a business plan for their own business. Chapter 3</p> <p>Handing</p> <p>Students will create a business plan for their own business. Chapter 4</p> <p>Handing</p> <p>Students will create a business plan for their own business. Chapter 5</p>
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Svolgimento: preparazione



Omega:
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for Arts

and Music

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Altri «prodotti»:

- un libro-guida
- materiali didattici

Partnership: disadvantages

- Having to share the profits.
- Less control of the business for the individual.
- Disputes over workload.
- Problems if partners disagree over the direction of the business.

How does project management benefit you?

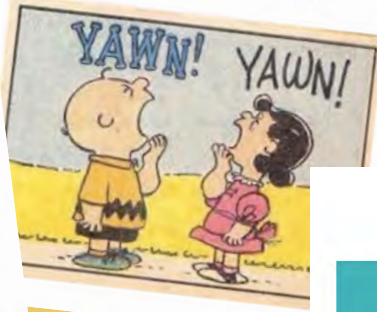
- You will have goal clarity and measurement
- Your resources will be coordinated
- Your risks will be identified and managed
- You will increase the possibilities of time savings
- You will increase the possibilities of cost savings
- You will increase the possibilities of achieving the agreed outcome
- You will increase the possibilities to deliver projects successfully

Preparing for entrepreneurship

Mentors: Someone whom you can trust, serve as guides, motivators, as advisors.
Mentors help you to grow and fulfill your potential



Legal structures ...



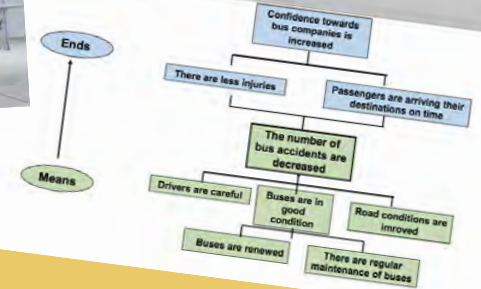
Informal practice: an attitude of awareness in the present moment



Intellectual Property



Analysis of Objectives: Example



Svolgimento: verifica

Aprile 2016: 25 studenti da 5 istituzioni (tra cui il Conservatorio di Verona) partecipano a un **periodo intensivo** presso l'Università Yasar di Izmir



Per **10 giorni** il corso OMEGA è stato testato in forma intensiva attraverso una serie di incontri, laboratori, attività e presentazioni degli studenti



In seguito ogni studente ha svolto un **breve tirocinio** in un'impresa di propria scelta.



OMEGA Project Programme

Intensive Programme with Erasmus+ KA2



International Conference

INTERNATIONAL CONFERENCE of Erasmus+ KA2



Guidance and Course Content Book

Guidance and Course Content Book of "Opening More Employment Gates for Art and Music Students" Project has been published. Online version of the book can be found here.

[Read More »](#)

materiali disponibili su: <https://omega.yasar.edu.tr/>