

AEC Pop and Jazz Platform 2023  
Open Floor

**An updated pedagogical approach to music and entrepreneurship**

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Digital innovations have changed the framework conditions for musicians and artists, creatively as well as economically. Business models have changed, and digital innovations provide a greater sense of flexibility and value-chain mobility. We often refer to this as a more artist-centered music economy, or as DIY culture – Do It Yourself. At the heart of these developments lies the need for artists to take on more specialized tasks and responsibilities beyond their artistic and creative work. In response to this, entrepreneurship is increasingly taught in music schools and music programs, as integral components, or as electoral courses.

However, a key question becomes what entrepreneurship is taught and what theories, concepts and practices it builds on. To what extent is music entrepreneurship different from classic entrepreneurship? This ties particularly to the role of the entrepreneur and further to the music-entrepreneur's relationship and identity with the commercial/creative outcome – the music. There are many examples from music practice that suggest differences to more classic entrepreneurship, however music entrepreneurship is often taught within a more classic framework of entrepreneurship and with little reference to, or adjustment to music practice.

These issues will be addressed in the newly established Norwegian Centre for Excellence in Music Pedagogy, *Createme*, and we invite to dialogues on how to frame music and entrepreneurship in a pedagogical approach that takes into account digital innovations and particular features in musicianship.