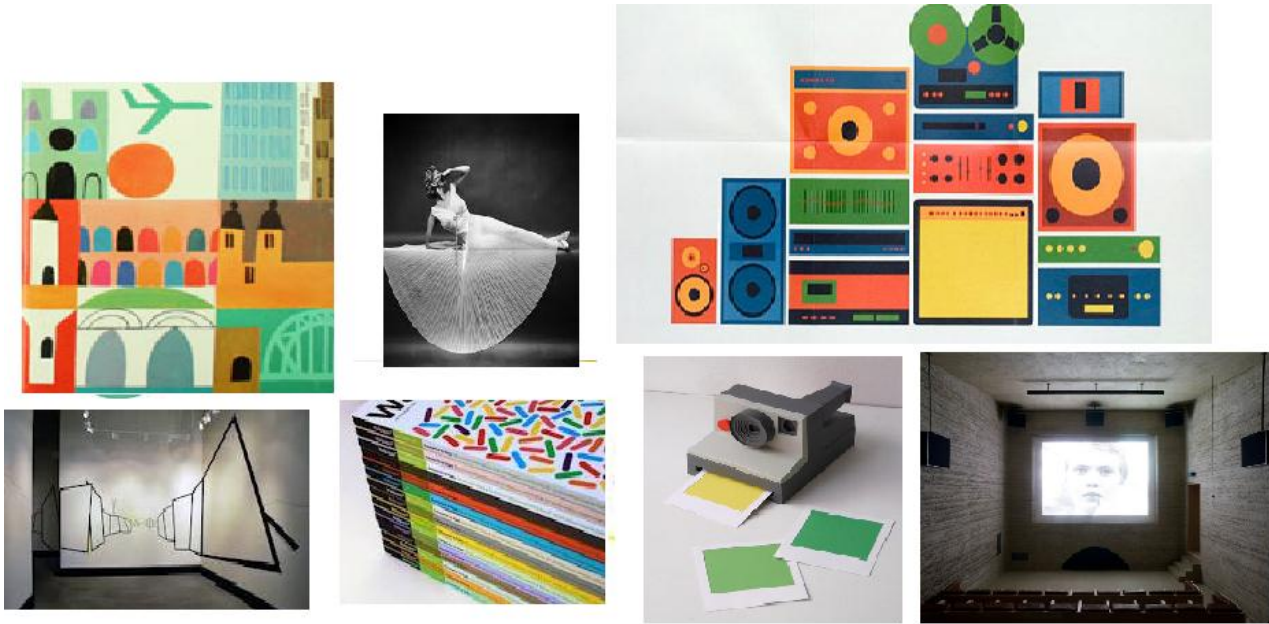


Creative Industries: Business, Innovation, Politics & Culture

Spring 2012

Time: Thursdays Only at 14.50-17.45

Location: Vestergade 23-201



Creativity, innovation and culture are important factors for the competitiveness of not only companies, but also for nations and regions, particularly as we move from goods and service economies to “experience” economies.

In this course, students will critically analyze and investigate questions about creativity’s role in the experience economy. The course will explore these issues: What is creativity? What are the factors behind the development of Creative Industries? Why have creativity and the experience economy become the new creators of value for societies? What are the effects on a political level? How will these developments transform the workplace, the markets and media? Which developments show that society in the future will be driven more and more by innovation and creativity - and how they increasingly will be a part of daily life? Which competencies will individuals need in order to meet the challenges that the experience economy will bring about?

The course is a hands-on and participation based, enabling students to critically analyse and assess theories, examples, cases and trends from the creative industries. The course will have a multidisciplinary approach and through case studies focusing on selected sectors, explore and investigate the link between creativity, culture, innovation, markets and business. The multidisciplinary approach with literature from business, political science and cultural theory makes this course relevant and accessible also for non-business students.

The course is for students from all disciplines and majors who wish to:

- Engage in a collaborative learning environment in which participation and hands-on learning are fundamental to the learning
- Gain new perspective on creative industries and how culture and business can collaborate
- Pave a career path in the creative industries: media, sports, advertising, design etc.
- Work in traditional business but apply the experience economy approach to make profits

Learning Objectives of Course

- Understand the concept of “experience economy” – and where society, business, and consumers are going in the experience economy.
- Understand how culture, creative industries, experience economy, cultural production: are important concepts shaping the world
- Understand unique aspects of the creative industries compared to traditional sectors- complexities, opportunities and future perspectives
- Learn how analyze popular contemporary issues in the creative industries and apply it to broader scholarly concepts
- Understand how government policy-makers work with the creative industries locally, nationally and globally
- Gain insight on how to manage creativity and innovation and profit from these ideas
- Understand the intersection of arts and business – the complexities and opportunities
- Understand concept of the “creative class” and creative cities and creative clusters – and how they apply to companies, governments and citizens alike

As defined by the UK’s Department of Culture, Media and Sport, the creative industries are *“...those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”*. The Creative Industries thus include the following sectors:

- | | |
|------------------------------------------------|-----------------------------------------------|
| - Architecture | - Theatre, Musicals and Live Entertainment |
| - Design | - Television, Radio and Internet Broadcasting |
| - Film, Video and other Audiovisual production | - Visual Arts |
| - Games and Leisure Software | - Fashion Clothing |
| - Live and Recorded Music | - Advertising |
| - Crafts, Furniture | - Literature and Publishing |
| - Venues (music, theatre etc.) & Sports | - Cultural heritage |

The importance of creative industries in Europe¹:

- Turnover more than € 654 billion in 2003, compared to car manufacturing € 271 billion in 2001 and the ICT manufacturers € 541 billion in 2003.
- Contribution to GDP: The sector contributed to 2.6% of EU GDP in 2003. The same year real estate activities accounted for 2.1%, the food, beverage and tobacco manufacturing sector accounted for 1.9% and the chemicals, rubber and plastic products industry accounted for 2.3% of contribution to EU GDP.
- Contribution to growth: The overall growth of the sector’s value added was 19.7 % in 1999-2003, which was 12.3% higher than the growth of the economy in general.
- Employment: In 2004, 5.8 million people worked in the sector, equivalent to 3.1% of total employed population in EU25. Whereas total employment in the EU decreased in 2002-2004, employment in the sector increased (+1.85%). 46.8% of workers have at least a university degree against 25.7% in total employment.

¹ The economy of Culture in Europe, European Commission, 2006.

Co-instructors:

Sarah Bly

M.Sc. (Economics & Business Administration, “Strategic Market Creation – User Centered Innovation” Copenhagen Business School). Cambridge University- CELTA, B.S. (University of Minnesota, 2003). Mistra Future of Fashion/Copenhagen Business School Centre for Corporate Social Responsibility, Consumer Research: Sustainable Fashion (current), ArtRebels Creative Network, Blog Editor and Company Communications (2009-2011). GdB Creative Agency, Account Executive, Social Media & Public Relations (2006-2009). UKA Cultural Festival, Market Researcher (2005-2006). With DIS since 2011.

Mail: sarahcbly@gmail.com

Rasmus Windsted Tscherning

Cand. scient. pol. (Political Science, University of Aarhus 2000). Public Affairs Consultant in Brussels, 1994-2000 Danish Ministry of Culture’s European Cultural Contact Point 2000-03. Official Speaker, European Commission 1996-2008. Lecturer and consultant on EU affairs and creative industries issues. Senior Consultant, Center of Experience Economy, Rambøll Management 2006-2009. With Roskilde Festival 1994-2008. Board of Directors VEGA House of Music 2001-2011. Board of Directors Danish Cultural Institute since 2009. Board of Directors Roskilde Business College since 2010. Managing Director of the National Center of Culture & Experience Economy since 2009. With DIS since 2005.

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DIS contacts:

Susanne Hovmand
Program Director, IBE
Mail: sg@dis.dk

Monika Prokop
Program Assistant, IB
Mail: mpr@dis.dk

Expectations of Students

This class is for students who wish to be part of participative atmosphere and thus there is a large allotment of points given to the participation. Lectures will be based on the fundamentals of co-creation – in which lecturers provide a compelling format for engaged learning, but participants co-create the educational value through discussions, in-class projects, weekly sharing of current events and sustained feedback with the instructors.

Participation and field studies:

The course consists of 12 sessions and two field studies. Attendance is mandatory. The readings provide the basis for discussion in each session, and you may be called upon randomly. All obligatory readings, sessions, guest lectures and field studies are drawn upon for the test and exams. Additional material will be distributed during the course.

The course includes two field studies to businesses in the creative sector in Denmark:

- **Thursday Evening – Sometime during semester, details to follow**
- **Wednesday 14 March from 13.00-17.00: Location TBA**

Course Policies

Academic Honesty: Plagiarism and Violating the Rules of an Assignment - DIS expects that students abide by the highest standards of intellectual honesty in all academic work. DIS assumes that all students do their own work and credit all work or thought taken from others. Academic dishonesty will result in a final course grade of "F" and can result in dismissal. The students' home universities will be notified. DIS reserves the right to request that written student assignments be turned in electronic form for submission to plagiarism detection software. See the Academic Handbook for more information, or ask your instructor if you have questions.

Attendance – You are expected to attend all DIS classes when scheduled. If you miss multiple classes the Director of Teaching and Learning, and the Director of Student Affairs will be notified and they will follow-up with you to make sure that all is well. Absences will jeopardize your grade and your standing at DIS. Allowances will be made in cases of illness, but in the case of multiple absences you will need to provide a doctor's note.

Disability and Resource Statement – Any student who has a need for accommodation based on the impact of a disability should contact Sean Green (sgr@dis.dk) to coordinate this. In order to receive accommodations, students should inform the instructor of approved DIS accommodations within the first two weeks of classes.

Laptops – **Use of laptop computers in class is allowed for the purpose of note-taking ONLY;** other computer activities can prove distracting. **Students will lose laptop privileges if they use their computers for other activities besides taking notes and a loss of participation points will be assessed.** Cell phones and other electronic devices should be turned off and stored away.

Schedule – Schedule is subject to change if necessary with as much notice as possible.

Requirements and evaluation:

Engagement for class and field studies:	25%	Ongoing
Experience Design	15%	Due Thursday February 23
T-shirt design assignment:	15%	Due Thursday March 22
Case Study:	15%	Due Thursday April 19
Two-hour final exam:	30%	Week of Monday May 14, TBA

SESSIONS:

1. Thursday, January 26 - Introduction to the Creative Industries

Lecturer: Sarah Bly, Rasmus Tscherning

Notes: Short *long-tail* exercise. Introduction to course and assignments

Readings: 58 pages total

- *Creative Industries – Introduction*, Hartley, John in *Creative Industries*, pp. 1-31 (31 p.), Blackwell Publishing, 2004
- *The Economy of Culture in Europe*, Executive Summary, European Commission, 2006, pp. 1-12 (12 p.), at http://ec.europa.eu/culture/pdf/doc895_en.pdf
- *Welcome to the Experience Economy*, Pine, Joseph & Gilmore, James, pp. 97-105 (9 p), Harvard Business Review, July-August, 1998 (Compendium)
- *Introduction: Change and Continuity, Power and Creativity*, Hesmondhalgh, David, *The Cultural Industries: An Introduction*, Ch. 1, pp. 17-23 (6 p.), Sage Publications Ltd, 2002 (Compendium)

2. Thursday, February 2 - Power & Creativity: The Case of the Music Industry

Lecturer: Sarah Bly, Rasmus Tscherning

Guest Lecturer: Mette Geisler T-Shirt Presentation

Notes: Elect Class Representatives

Readings: 34 pages

- *A new perspective on the Experience Economy: Meaningful Experiences*, Boswijk, Albert, Thijssen, Thomas, and Peelen, Ed, (13 p.), The European Centre for the Experience Economy, 2006, at <http://www.experience-economy.com/wp-content/UserFiles/File/Article%20Lapland5.pdf>
- *The Long Tail of the Economy*, Wired Magazine (5 p.) Issue 12:10, October, 2010 (Compendium)
- *Profiting from creativity? The music industry in Stockholm, Sweden and Kingston, Jamaica*, Power, Dominic og Hallencreutz, Daniel in: *Cultural industries and the production of culture*, Power, Dominic og Scott, Allen, ch. 13, pp. 224-239 (16 p.), Routledge, New York, 2004 (Compendium)

Thursday, February 9 – Saturday, February 11: Short Study Tours

Wednesday, February 15 from 13.00-17.00: T-Shirt Consultations

3. Thursday, February 16 - Political Initiatives: Sector Focus on Broadcasting & Film

Lecturer: Rasmus Tscherning,

Readings: 59 pages

- *The Political Promotion of the Experience Economy and Creative Industries*, Birch, Sofie, Copenhagen Business School Press, Imagine, 2008, pp. 16-73 and 125-137 (58 p.) (Compendium)
- *Lights... sounds... and chaos*, Financial Times (1 p.), 18 December 1999 (Compendium)

4. Thursday, February 23 - Innovation & Creativity: The Fashion Industry

Lecturer: Sarah Bly

Readings: 66 pages total

Notes: Experience Design Assignment Due

- *Creative Industries: Contracts Between Art and Commerce*, Caves, R.E., Ch. 13, “*Innovations, Fads, and Fashion*”, p. 201-222 (20 p.), Copenhagen Business School, Imagine, 2008 (Compendium)
- *Fashion in the Danish Experience Economy*, Tran, Yen, Part Three, “*The Danish Fashion Companies: Challenges for Growth*,” p. 63-109, (46 p.), Copenhagen Business School, Imagine, 2008 (Compendium)

5. Thursday, March 1 – Intellectual Property Rights: Protecting Your Ideas

Lecturer: Sarah Bly, Rasmus Tscherning

Guest Speaker: Kåre Wanscher

Readings: 38 pages total

- *Intellectual Property: The Ground Rules*, Conley, James & Orozco, David, pp. 1-26 (26 p), Kellogg School of Management for Harvard Business Review, August 2005 (Compendium)
- *The Evidence is Against a Copyright Extension on Music*, Killock, Jim, (2 p.), February 2009, Telegraph.co.uk (<http://www.telegraph.co.uk/comment/4614810/The-evidence-is-against-a-copyright-extension-on-music-but-the-EU-will-force-feed-it-to-us-anyway.html>)
- *In His Own Image: Shepard Fairey Fights to Redefine Copyright Law*, Behr, Alan, (4 p.), New York Times, March 2009 (http://www.culturekiosque.com/art/comment/shepard_faurey_lawsuit331.html)
- *Chef Sues Over Intellectual Property*, Wells, Pete, (4 p.), New York Times, June 2007 (Compendium)

Sunday, March 4 – Friday, March 9: Long Study Tours

Wednesday, March 14 from 13.00-17.00: Field Study TBA

6. Thursday, March 15 – Entrepreneurship

Lecturer: Sarah Bly, Rasmus Tscherning

Readings: 26 pages total

Viewing of documentary on el Bulli and Ferran Adrià, see www.elbulli.com (IN CLASS)

- *Billion-dollar circus*, Sylt, Christian, Eurobusiness (4 p.), 2002
- *Delia Smith not Adam Smith*, Leadbeater, Charles, *Creative Industries*, Hartley, John, Blackwell Publishing, 2004, pp. 126-132 (7 pg .)
- *Cooking up Change in Haute Cuisine: Ferran Adrià as an Institutional Entrepreneur*, Svejnova, Silviya, et al, pp. 3, 14-28 (15 p.), ESADE Business School, 2006 (Compendium p.

7. Thursday, March 22 – T-Shirt Presentations

Lecturer: Sarah Bly, Mette Geisler

8. Thursday, March 29 - Technology

Lecturer: Sarah Bly, Rasmus Tscherning

Guest Speaker: Henriette Moos

Readings: 19 pages

- *And Now Folks Behold the 15 Minute Publisher*, Ramirez, Anthony, The New York Times, (2 p.), August 2007 (Compendium p.)
- *Re-Tuning the Music Industry – Can They Re-Attain Business Resonance?* Supip, Bhattacharjee, Ram D. Gopal, James R. Marsden, Ramesh Sankaranarayanan, Communications of the ACM, (p. 136-140) Vol. 52 No. 6. , June 2009 (4 p.) (Compendium)
- *As the Internet Grows Up, The News Industry is Forever Changed*, The Washington Post (5 p.), 19, June, 2009 (Compendium)
- *Music Industry Dances to Technology's Tune*, The Guardian (3 p.) (Compendium)
- *How Fashion Retailers are Redefining E-Commerce with Social Media*, Mashable Blog (5p.), 7.March.2011 (Compendium)

Saturday, March 31 – Sunday, April 15: Travel Break

9. Thursday, April 19 - The Creative Man: Implications for the Individual

Lecturer: Sarah Bly, Rasmus Tscherning

Readings: 44 pages total

Notes: Case Study Due

- *Creative Man*, Copenhagen Institute for Future Studies, Ch. 2 “The Story of the Dream Society,” Ch. 3 “The Rise of The Creative Man,” Ch. 4 “A Model of Society’s Logics” and Ch.5 “Examples of the Logics’ Importance,” pp. 25-50 (18 p.), Copenhagen, 2006 (Compendium p. 203)
- *Creativity – Flow and the Psychology of Discovery and Invention*, Csikszentmihalyi, Mihaly, Ch. 3 “*The Creative Personality*”, pp. 51-76 (26 p.), HarperCollins Publishers, 1997 (Compendium p. 226)

10. Thursday, April 26 - The Creative Workplace

Lecturer: Sarah Bly, Rasmus Tscherning

Readings: 50 pages total

- *The Experiential Life*, Florida, Richard, *Creative Industries*, Hartley, John, Blackwell Publishing, 2004, pp. 133-145 (13 p.)
- *The Curse of the Creative Class*, Malanga, Steven, (7 p.), City Journal, 2004, at http://www.city-journal.org/html/14_1_the_curse.html
- *Lights! Camera! No profits!*, The Economist (1 p.), 18 January 2003 (Compendium)
- *How to manage a dream factory*, The Economist (3 p.), 18 January 2003 (Compendium)
- *How to Kill Creativity*, Amabile, Teresa M., Harvard Business Review, pp. 1-28 (26 p.), 1999 (Compendium)

11. Thursday, May 3 - Cities, Clusters, and Culture

Lecturer: Sarah Bly, Rasmus Tscherning

Readings: 50 pages total

- *London as a Creative City*, Landry, Charles, in: *Creative Industries*, Hartley, John, pp. 232-243 (11 p.), Blackwell Publishing, 2004
- *A Very Different Cultural Revolution*, Dodd, Philip, Financial Times (2 p.), July 2004 (Compendium p.)
- *The Death of French Culture*, Morrison, Donald, Time (6 p.), November 2007 (Compendium p)
- *Living Proof of Vibrant Culture*, D'Arvor, Olivier, Time (3 p.), January 2008 (Compendium)
- *Clusters and the New Economics of Competition*, Porter, Michael, Creative Industries Journal Volume 1, Number 1, pp. 31-46 (15 p.), 2008 (Compendium)
- *The Rise of the Creative City: Culture and Creativity in Copenhagen*. Bayliss, Darrin, European Planning Studies, Vol. 15, No 7., p. 888-901. (13p.) August 2007. (Compendium)

Final Exam: Week of Monday, May 14. Date TBA