

Performing Entrepreneurship: An ethnography of a university music department

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Purpose of study

- to gain a new understanding of the pedagogy of entrepreneurship as it may exist within the context of a music department

- to suggest a new theoretical framework which would fit the culture of a university music department but which might also inform the wider entrepreneurship education debate

Why this is important?

This study is timely given the wider world economic crisis, (resultant?) proposals to fundamentally change the structure of 'the future university' and the likely effects of this on the future work/ life patterns of all university students. Against this backdrop, within the student body as a whole, music students appear to possess a very particular vulnerability in terms of the business rhetoric associated with entrepreneurship and yet great strength in terms of their entrepreneurial skills, behaviours, attributes and values.

Conceptual framework

Musician as entrepreneur

Music department as entrepreneurial community

Complexity of students' future life-worlds

Entrepreneurial values (Gibb, 2005)

- Strong sense of independence
- Distrust of bureaucracy and its values
- Self made/self belief
- Strong sense of ownership
- Belief that rewards come with own effort
- 'Hard work brings its rewards'
- Belief in being able to make things happen
- Strong action orientation
- Belief in informal arrangements
- Strong belief in the value of know-who and trust
- Strong belief in freedom to take action
- Belief in the individual and community not state



Methodology

A **critical ethnographic** and **activist** approach, triangulated through the use of in-depth interviews, case studies, observation, questionnaires and reflective diaries.

This will be underpinned by literature on:

Entrepreneurship

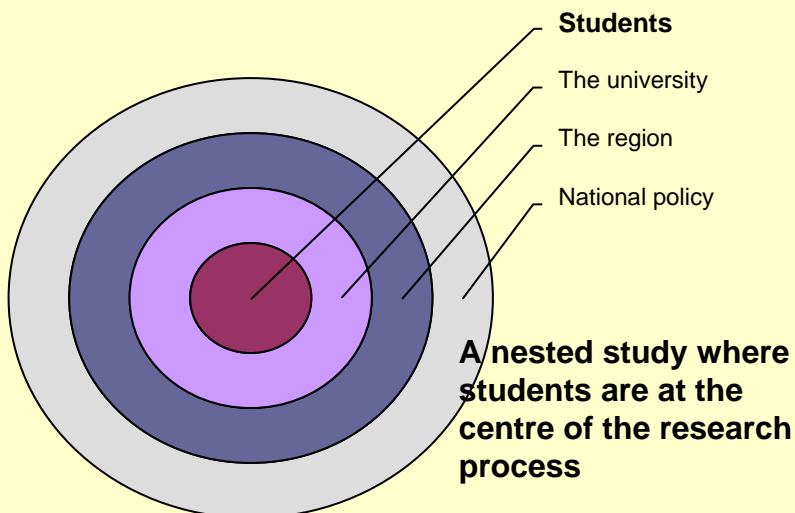
- Definitions
- Nascent Entrepreneurship
- Identity

Entrepreneurial Learning

- Universities and national policy
- Skills attributes and behaviours

Critical and Cultural Theory

- Arts based thesis
- Feminist approach
- Deconstructing existing narrative



'Qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible. These practices transform the world' (Denzin and Lincoln, 2008)