

MODERN ENTREPRENEURSHIP: A PANACEA TO CHALLENGES FACING FINE AND APPLIED ARTS EDUCATION STUDENTS

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Abstract

This paper explores the potential of modern entrepreneurship as a solution to the challenges faced by Fine and Applied Art Students in Education. It argues that modern entrepreneurship education can be a total solution to the challenges facing the students in vocational and technical education as a whole. And providing them with proven modern technical skills and knowledge needed in the industries to succeed with the current gap in our creative industries; while also promoting the needed innovation that trend economic growth toward our gross domestic products in the country. Its characteristics, benefits proved the necessity to be inclusive in our syllabus and curricula for post-secondary and tertiary educational institutes. Modern Art entrepreneurship requires a combination of artistic talents, business skills, and modern entrepreneurial spirit to fill-in the needed gaps in our creative industry. The paper emphasizes the need to upgrade the use of modern or seasoned modern entrepreneurs' skills rather than repeating an old-fashion scale of training students on the need to just fulfill the requirement.

Keywords: Modern Art Entrepreneurships, Fine and Applied Arts, Vocational and Technical Education, Skill and Knowledge, Creative Industry and Innovations.

Introduction

Modern Entrepreneurship is a solution to the challenges facing Fine and Applied Arts students in the vocational and technical educational institutes. The challenges are financial management, lack of modern innovative skills, limited job opportunities, lack of experience and inadequate infrastructural development (Kazepides, 2015). These also link with limited business knowledge, inadequate marketing skill on various fields in Fine and Applied Arts such as in graphics, sculptures, painting, ceramics and the likes. This limits the benefits derived by students after going through entrepreneurship training and marketing skills that are mostly not needed to promote various products or services (Henry, 2013). The benefits of modern entrepreneurship are numerous after its implementations through inclusive modern entrepreneurial skills. Not just entrepreneurs but modern and new innovations of skill that is needed on the field to match current challenges. The most challenging skills are the lack of business knowledge to succeed as modern entrepreneurs (Bridgstock, 2013).

According to Grugulis (2017), the traditional model of Vocational and Technical Education, which tends to prepare the students for employment in an established industry is missing or no longer sufficient in today's rapidly changing economy. Students are still using bare hands to design while the world is moving towards computer or robotic driven agenda. Arts education refers to the process of teaching and learning about arts, which include visual arts, music, dance,

theater, and creative disciplines. The operational settings are not limited to schools, community centers, museums, productions companies, and arts organizations. The benefits of arts education are for cognitive, creative, social, academics and emotional ones. The roles and functions of modern entrepreneurship in arts educational institutes in Fine and Applied Arts needs to be upgraded from time to time by training the trainees in the educational sectors, providing international knowledge transfer of experiences. There is the need to urgently fill in the large gaps of skills, innovations and knowledge from the established industries in order to meet the required skills needed to leverage. Therefore, a new approach that can provide the students with contemporary or modern knowledge is required to succeed in the creative industry. Without modern entrepreneurship experience couple with information and communication technology and robotic knowledge, the missing gap in the industry would be widened and our economy would be in negative position which could later affect our economy.

Modern Art Entrepreneurship

According to the International Journal of Arts Management (2019), Modern Art Entrepreneurship is defined as: “the process of creating and running a business ventures that involves the creation, production, and distribution of art-related services, with the goal of generating revenue and creating value for stakeholders, Modern Art entrepreneurship requires a combination of artistic talent, business skills, and modern entrepreneurial spirit. Artists must be able to change the complexities of the art market, while also managing the financial and logistic aspects of their ideas, production and finally selling the artwork to the targeted audience or client. In order to be a modern art entrepreneur, artist activities include:

- i. Starting an art gallery which is a core-business that exhibits and sells artworks to the public or individual in the society.
- ii. Artists should develop an art consulting business. An art consulting business provides advice and guidance to individuals and organizations on the purpose of purchase and management of artworks.
- iii. Creating an online art marketplace is another modern art entrepreneurship skill; An online art marketplace is a platform that allows artists to sell their artworks directly to buyer online and delivery would be done non stressfully.
- iv. As a modern art entrepreneur, art-related products could be sold side by side with artworks or design. Such art-related products such as art prints, posters, and other merchandise is good promoting art businesses.

Key elements of Modern Entrepreneurship in Arts

Various elements serve as key role of modern entrepreneurship in Arts skill, such roles include:

1. Risk-Taking and Adaptability:- This is taking calculated risks mounting to strategic planning and Executions. According to Schumpeter (1934). Artists and modern art entrepreneurs must be willing to take calculated risks to pursue new opportunities and stay ahead of the curve. More also, adapting to changing circumstances must be friendly to the Artists, such as shifts in the economic or market and changes in materials or technology (Bridgstock, 2013).
2. Developing a business plan cum marketing and promoting artworks should be attractive to customers and to build up a good reputation (Bridgstock, 2013). They must be able to

market and promote their artworks effectively. This would foster a business plan that outlines their goals, target market, and financial projections (Henry, 2013).

3. Also seeks funding and investment to support their business and projects. Artists and modern art entrepreneurs must be able to manage their finances effectively to stay afloat with investment in their business of artworks (Schumpeter, 1934)
4. Developing new and original ideas (Creativity and Innovation). Artists and modern art entrepreneurs must be able to think creatively and develop new and original ideas not to copy from a master but creating new concepts to be accepted for artworks, products, and services (Amiabile, 1996).

Types of Modern Arts Entrepreneurships

There are modern arts entrepreneurship in Fine and Applied Arts which has not been explored to the benefit of the student. Such modern art entrepreneurship in vocational and technical educations as follow:

1. **Fine Art Entrepreneurship** – In painting and drawing; students can learn to develop and sell such artwork on their own to make ends meet. For example in sculpture and printmaking, students can learn strategic needs of the clients by selling prints for wall decorations, textiles waves, statues of different images as households or utilities in the house. Another modern entrepreneurship in Art is Applied Art Graphics which is more related to fashion, and interior design. Students can learn, unlearn and relearn the skills in order to make good business of these related means of artwork.
2. **Digital Art Entrepreneurship** – The world has gone digitalized. The artist must be current in improving their skills to meet-up the trend. Digital painting, drawing, and photography with animation rule the world now. Students should be able to upgrade their knowledge and innovation in the creative industry in order to be trending and not left-behind in the straggle to succeed in the business of arts.
3. **Craft Entrepreneurship** – The craft sectors of art is the most lucrative business in Arts. These includes:- Jewelry making, pottery making, and textile design. Student can learn to create and sell their own pottery with jewelry and textile making in terms of fabricating or melting copper and creating Adire fabric respectively for business ideas.
4. **Art Consulting Entrepreneurship** – These tends to seek advisory, art appraisal and art conservation from different segment of the art industries, students can provide art conservation services to individuals and businesses (Rentschler, 2007).
5. **Art Festival and Event Entrepreneurship** – This is how to develop skills and knowledge in organizing art festivals, curating art exhibitions and managing art events. It is a skill in modern art entrepreneurship that student can develop into by managing art related events and festival or cultural programmes
6. **Online Art Market Entrepreneurship**– Are means and types of art businesses. This is by creating online business – art making it a market-hub would be instituted with marketing art, selling art and creating online-art for various artists to submit various art works or design to the global world to view and select different arts for their usage.
7. **Art Education Entrepreneurship** - Teaching art classes, developing art curriculum and creating online art courses are special modern art entrepreneurship concepts in art for any artists who wanted to create arts education and entertainment for students.
- 8.

Characteristics of Successful Modern Entrepreneurs in Arts

- i. **Resilience** – Modern Entrepreneurial skill accumulation involves total resilience to bounce back from setbacks and failures.
- ii. **Handwork** – Modern Entrepreneurs must be willing to put in the required time and effort to build a successful business orientations and skills.
- iii. **Adaptability** – It has to do with adaptation to changing circumstances and pivot their business strategy as needed to be able to withstand the hard times in business.
- iv. **Passion** – There should be a passion to succeed in the business. Successful modern entrepreneurs are passionate about their business and industry.
- v. **Strong Network** – Without links, connection and the likes, art modern entrepreneurial skills would be useless. The artists should have a strong network of contacts, mentors, and printers in order to have a successful development in business.
- vi. **Business Acumen** – Art modern entrepreneurs must have a solid understanding of business principles and practices, including finance, marketing, and management skills which involve risk-taking, creativity and willingness attitude not to fail.

Implications of Modern Entrepreneurship in Arts Education

The modern entrepreneurship education can be introduced and well-integrated into the existing curriculum of Vocational and Technical Education cum various syllabus of the secondary education in order to foster rapid development in Arts and its modern entrepreneurship skills. According to (Henry 2013), it can be done by involving core-integration into the existing curriculum of vocational and technical education in Fine and Applied Arts. This can be done by incorporating modern entrepreneurship-related courses, such as modern entrepreneurship principles, marketing and finance. Also, the provision of practical experience is very crucial and essential for modern entrepreneurship education. By establishing partnerships with national or indigenous businesses, providing internships and encouraging students to start their own businesses. (Bridgstock, 2013). The practical experiences would be useful at later time after graduation from the formal school of learning, which would be an added effort to be met by individual artists in the future. Implementation of Modern Arts Entrepreneurship into education also encourages creativities and foster innovations. The two former terms are very crucial in Arts as a whole programme (Amabile 1996). Emphasis encouraging creativity and innovation is essential for modern entrepreneurial skill in education. This can be done by providing students with the opportunity to work on real-world projects, encouraging them to think creatively, and providing them with the resources and support they need to run their ideas or concepts into reality.

Benefits of Modern Entrepreneurship in Art Education

The several benefits or advantages of modern entrepreneurship for artists or students of Vocational and Technical Education in Fine and Applied arts are as follows:-

- i. **Career Prospects** - According to Grugulus (2007), modern entrepreneurship education can provide students with the skills and know ledges needed to succeed in the creative industry, leading to better career prospect. Without good and current skill knowledge modern entrepreneurial skill development might be useless and a time waste in the future.

- ii. **Enhanced skills** – Modern Entrepreneurship education can help students develop a range of skills including creativity, problem-solving and risk-taking, which are essential for success in the creative industry (Bridgstock, 2013). Not just skill, but enhanced skilled that is relevant to the students career development in the industry.
- iii. **Employability** – The modern entrepreneurial skills in education of the artists can provide students with the skills and knowledge needed to start and run their own businesses, making them more employable and relevant to the position offered.
- iv. **Increased Innovation** – Other benefits of modern entrepreneurship education is its improvement in innovation and creativity, which are essential for success in the creative industry.
- v. **Economic growth** – One of the key outcomes of good modern entrepreneurship education in art education to the nation is for the increase in gross domestic products that later yields to economic wealth for its citizen. Modern Entrepreneurship contributes to economic growth by establishing new industries for the unemployed, new products launching, and services.
- vi. **Increased competitiveness** – There are healthy competition within the creative industries for artwork which increase mental awareness on aesthetics of the artist; these promotes competition leading to improved products and services.

Challenges Facing fine and Applied Arts Education Students in adopting Modern Entrepreneurship

The various challenges faced by students under Fine and Applied Arts in adopting modern entrepreneurship are discussed as follows under five main bodies namely:

1. **Lack of Modern Entrepreneurial Skills** – Despite numerous training and emotional lack of business orientation, artists lack modern entrepreneurial skill. The major syndrome of “I can do it freely” is a bad attitude to modern entrepreneurship, which tend to limit business knowledge. Inadequate marketing skill is another major setback for the artist. Fine and Applied arts students may not have the marketing skills needed to promote their talents or products and services (Henry, 2013).
2. **Limited Resources** – This is a general problem but very peculiar to the artists in vocational and technical education who often have limited funding; making it difficult for students to access the resources they needed to develop their modern entrepreneurial skills (Kazepides, 2015). Access to technology is another issue. Most creative industry are located in the city like Lagos, Abuja, Kano and Port Hacourt but student going to the city face more housing or urbanization challenges on housing, transportation, and feeding and lower stipend.
3. **Personal, Cultural and Societal Barriers** – The fear of failure, lack of confidence are tagged as personal barriers to Fine and Applied Arts students may be hesitant to pursues modern entrepreneurship due to fear of continuity or failure. More so, in some cultures, modern entrepreneurship may be viewed as a risky or undesirable career path which may favour societal expectations to pursue traditional carriers in their field, rather than pursuing modern entrepreneurship.
4. **Education System Barriers** – The lack of upgrading curriculum to suit current situation of the student called for educational system barriers. Modern Entrepreneurship as a Panacea to Challenges Facing Fine and Applied Arts Education Students.

Modern Entrepreneurship as a Panacea to the Challenges

Modern Entrepreneurship is the process of launching, and running a business or enterprise. It is calculated risks, innovating, and adapting to new changing or circumstances to develop or creating value, achievement success and development. Modern Entrepreneurship and innovation with training on modern ideas and approaches are new to the art world, creating new and exciting form of arts. Without modern entrepreneurship skill in Fine and Applied Arts, it is just talents wasting in the creative industry. Modern entrepreneurial skills in Arts include:

- i. **Strategic Thinking** – this assist artist to develop strategic ways and plans for their careers, which includes goals setting priorities such as identifying opportunities, mitigating risks to the minimal levels, and setting goals to be met in designing, approaching market or client and material usage.
- ii. **Networking** – without relationships with various careers sectors, artists would be disappointed. Their networking must be key in term of connections with galleries, arts collectors, and other contemporary artists.
- iii. **Innovation** – The main word should be modern skill. Innovation in term of researching on materials, ideas, approaches to the art world by creating new modern skills and current forms of art in various fields of studies.
- iv. **Marketing and Promotion** – This help various artists to gain exposure and skills of selling their work through sole or group exhibitions, taking the work of art to the necessary places in order to make meaningful gains and profit in their arts work. It also promotes their skills to the outside worlds.

Conclusion

Modern Entrepreneurship is a panacea to the challenges faced by vocational and technical education in Fine and Applied Arts. By incorporating this field of study into the curriculum, students can gain the skills and knowledge needed to succeed in the creative industry. Students should be provided with practical experience in modern entrepreneurship, such as starting and running their own businesses which encourage to think creatively and to develop innovative solutions to problem. The curriculum should also be inclusive of critical thinking on how to solve any problem rather than creating skills and knowledge without solving any challenges in the society. Therefore, upgraded modern entrepreneurship education should be considered as a panacea to the challenges faced by students in Fine and Applied Arts. By integrating upgraded modern entrepreneurship into the curriculum and providing current practical experience for students, educators can prepare students for success in the creative industry. Future research directions should be focused on investigating the impact of modern entrepreneurship education on student outcomes, such as employment rates and business success and more also, research should investigate the best practices in modern entrepreneurship education, such as curriculum design and delivery methods.

Recommendations

This study recommends that educators should integrate modern entrepreneurship into the syllabus (Secondary Education) to guide the students before getting into the tertiary school which could encourage and provide practical experience for students, and encourage creativity and modern innovation. The policymakers and industry leaders should support the development

of modern entrepreneurship education programs in students of Fine And Applied Arts in every levels of educational institutions. This highlights the vital role of modern entrepreneurship education in vocational and technical education institutions and provides recommendations for implementing the program.

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