

TFK programme, funded projects 2024

<p>Project title: Educational Development on Cultural Entrepreneurship through Collaboration between Aalto and IIMB</p>	
<p>Coordinator</p> <p>Aalto-korkeakoulusäätiö sr</p> <p>Apurva Ganoo, apurva.ganoo@aalto.fi</p>	<p>The project focuses on the development of experiential learning practices for entrepreneurial educational programs with a specific focus towards cultural entrepreneurship. Cultural entrepreneurship, as a field, explores the understanding and development of a country's heritage, resources and traditional knowledge through the development of various goods and services (Catalysing Cultural Entrepreneurship in India, n.d.).</p> <p>The goal is to cultivate and develop additional educational competencies in terms of experiential and problem-based learning approaches for the new master's program in Sustainable Entrepreneurship at Aalto University through collaboration with the Indian Institute of Management Bangalore. The project focuses upon the revitalization of traditional crafts and empower artisanal communities in India to thrive in modern markets. Recognizing the challenges, as well as possible opportunities, posed by globalization, urbanization, and evolving consumer preferences, the project aims to explore initiatives and directives that can equip these communities with the necessary skills and knowledge for such transitions. Through institutional collaboration and engaging in real-life cases through intensive study and research-oriented trips, students will have the opportunity to understand how social innovation initiatives within cultural entrepreneurship may support economic growth, address unemployment, and contribute to the sustainable development of artisanal communities in India. By leveraging practice based entrepreneurship education, students can engage in studying and collaborating with local artisanal communities to craft comprehensive solutions addressing challenges linked to evolving market demands, economic and socio-cultural issues. This can involve analyzing trends in technology such as digitizing traditional businesses, and sustainable practices and integrating them into traditional methods to potentially open up new opportunities for artisanal communities. Additionally, the project aims to foster discussions, and initiatives around preserving cultural heritage, fostering community development, and driving social impact. In practice, this project will involve various short-term student mobility initiatives embedded within existing MSc level courses that are part of the new MSc Sustainable Entrepreneurship program, as well as the development and piloting of a MSc thesis project collaboration whereby students can spend up to 1 month in India (at IIMB) to conduct research and collect data on real-life projects around cultural entrepreneurship.</p>
<p>Partners</p> <p>Indian Institute of Management Bangalore</p>	<p>This project strengthens the existing educational relationship between Aalto University in Finland and the Indian Institute of Management Bangalore in India. The project has also received support from the</p>

	""Entrepreneurship, Management and Organisation"" department at the Hanken School of Economics in a non-active, and associated role.
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