

INTERCULTURAL EDUCATION FOR CREATIVE ENTREPRENEURSHIP

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Abstract:

Intercultural education is specific to the multicultural environment in Europe. The European focus on intercultural education is reflected in the documents, reports and measures taken through various financially supported projects. This article presents research on the characterization of entrepreneurial potential in the case of a group of an intercultural group of Romanian and Serbian trainees who formed the target group of a cross-border project Romania-Serbia.

The project, of which the designed Creative Entrepreneurship Training Program is part of, is entitled “*InclusiveArt – Access to Culture for Disadvantaged Children and Youth*”. It implies a dynamic partnership formed by two NGO (Intercultural Institute Timisoara and “Nevo Parudimos” from Resita), one local Public Authority (City of Zrenjanin) and one Public cultural institution (Centre for Fine and Applied Arts Terra, Kikinda). The proposed Creative Entrepreneurship Training Program (created in English) plans to help young potential entrepreneurs, from the Banat Area, meet the needs for developing disadvantaged communities, by means of establishing commercially viable (self-sustaining) projects/businesses, from a creative idea by means of a six days training course for a group of 40 people aged 18 to 35. The training is delivered by a team of academics and training professionals from Politehnica University Timisoara and the Intercultural Institute Timisoara, both from Romania.

The proposed intercultural education program associated with the project implementation aims to the development of entrepreneurship competencies of young people that will act in the creative industries. The entrepreneurship potential characterization has considered entrepreneurial traits, as concerns motivations, aptitudes and attitudes as a result of the data processing of a self-assessment test that has been used. The research results and conclusions support the definition of the structure, content and the didactic strategy adopted for the intercultural education program implementation.

Keywords: Entrepreneurship potential, intercultural education, creative industries, creative entrepreneurship, self-assessment test