

Technical Entrepreneurship Guide

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Abstract:

Small enterprises can only thrive in a society that is provided with the spirit of entrepreneurship and the love of free work, and most businessmen adopt the idea of those with special administrative talents who are willing to take risks, adopt new ideas, and understand the mechanisms of competition in the global market. Japan has managed to achieve a miracle in various fields. This is through relying on small projects, which allows the person to open new horizons for pioneering small artistic projects, and the economist (Schumpeter) is the first to focus on creativity in economics, through his book *The Theory of Economic Development* published in 1912, where he defined the term creativity as the outcome Resulting from the innovation of a new method or system in production that leads to a change in the components of the product and how it is designed. (Schumpeter) has classified creativity into five categories, which are:

A- Producing new products in response to future requests.

B- Disclosing new methods of production that were not previously known to contribute to reducing costs.

C- Finding a new outlet for product disposal.

D- Discovery of a new source of raw materials.

E- Creating a new organization.

The creative climate represents the field of creative action and enhances the climate through the interest of the management of small artistic projects based on:

(Believing in the idea and responding to it - its interest in creativity and creators - searching for lost opportunities as a result of risk - encouraging constructive criticism - introducing workers to new perspectives),

Which indicates the progress of the concept of creativity in two directions: the first is concerned with developing the creative idea and crystallizing it, while the second concerns the way the idea is implemented and transformed into useful things.

This helped the researcher to add and develop a model for artistic entrepreneurship that is presented for the first time in art education, which helps the art education graduate to choose one of the appropriate technical small projects for its implementation.

Keywords:

Technical entrepreneurship·small projects·entrepreneurial enterprises.