



DEMUSIS

Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society



UNIVERSITY
OF ARTS
IN BELGRADE



Co-funded by the
Erasmus+ Programme
of the European Union

P3 University of Kragujevac WP 1 and WP7 Overview

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WP 1 Preparation and analysis

- **Modernization of current study programmes**
- On the basis of the conducted analyses, the Faculty project team analysed various approaches to study programmes amendments (work meeting 23/05/2019)
- All the three current study programmes: *Musical Theory and Pedagogy*, *Music in Media* and *Performing Art* were analyzed, and the courses within these programmes.
- Additionally, the two new courses, whose focus was put on enhancing digital and entrepreneurship skills of the future academic musicians, were created.

WP 1.4. Current study programmes modernized and adopted 14/05/2019 – 19/06/2019 – 27/9/2019

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- Additionally, the two new courses, whose focus was put on enhancing digital and entrepreneurship skills of the future academic musicians, were created.
- In the period from 5 to 11 June, a survey was conducted at the Faculty under the title *Enhancing the digital competencies and entrepreneurship skills for culturally more engaged society*, within DEMUSIS project. The survey was conducted among BA, MA, and PhD students, with a sample of 86 students.

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- At BA level, within the study programmes *Musical Theory and Pedagogy* and *Performing Arts*, the two courses were going to be implemented within the elective group – *Basics of musical entrepreneurship* (1 lecture class and 1 practice class) and *Music in digital environment* (1 lecture class and 1 practice class).
- Within the study programme *Music in Media*, only one elective course is going to be created – *Basis of Musical Entrepreneurship*.
- All the relevant documents were prepared in accordance with the University of Kragujevac regulations, and were sent to the University Councils and authorities to be adopted.

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- The University Senate approved the study program changes to 27/9/2019
- Students were immediately able to choose new courses that began in early 1/10/2019
- In the 2019/20 school year 14 students take classes *Basics of musical entrepreneurship*
- In the 2019/20 school year 4 students take classes *Music in Digital Environment*.

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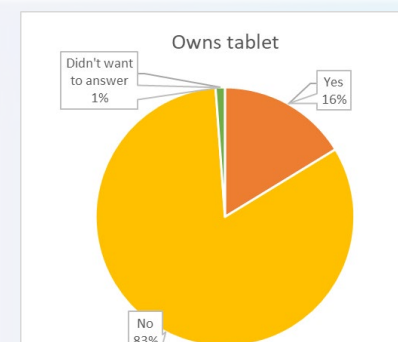
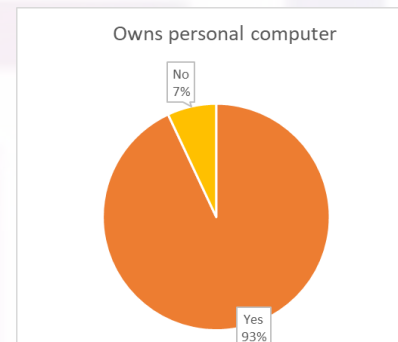
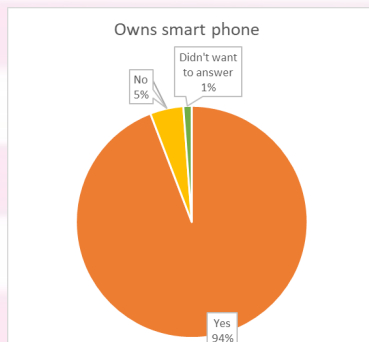
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Student survey

Digital competencies

Shows percentages of students that own IT devices such as smartphones, computers (desktop or laptop) and their own tablet.

From shown, it is concluded that the students mostly own a smartphone and their own computer, while the tablet has only 16% of the survey respondents.



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- The results of the survey presented in show that 47% of students use the Internet every day in order to access the content they need for studying.
- Shows what types of digital content students use as assistance in fulfilling their academic tasks at the Faculty.

What kind of digital contents do you often use as a help in the execution of assignments at Faculty?		
Offered answers	Number of answers	%
Specialized computer equipment	33	38,37%
Online courses	2	2,32%
Online materials offered by Faculty professors	41	47,67%
Audio and video recordings	54	62,79%
Scores	46	53,48%
Scientific and professional publications	21	24,41%
Mobile phone applications	25	29,07%

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- In addition to the above-mentioned digital content, the students stated that they use the following applications on mobile phones as a help in the execution of their assignments: Translator, Scribd, Perfect Piano, My Ear Training, Sound Hound, Real Piano, Metronom, Accord Chromatic tune, CamScanner, Tuner Pitch etc.
- Students were asked whether they use social networks during the implementation of faculty assignments. As much as 81% of respondents stated that they use social networks, among which the most emphasized is the use of Facebook 70.93%.
- Next, 22% of students agreed with the claim that find textbooks, books and other learning materials on the Internet. With this claim partially agreed 31%, and 13% did not agree at all. Concerning the claim that on the Internet they find scores used for studies, it was fully agreed by 35%, partly 37%, while the 7% did not agree at all.

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When it comes to finding audio and video recordings used in the studies, students have made the most out of the YouTube Channel, which according to the survey results in as many as 82 respondents from 86.

On Internet I find audio and video recordings, that I use in my studies		
Offered answers	Number of answers	%
Youtube	82	95,34%
Spotify	2	2,32%
Vimeo	4	4,65%
Naxos Music Library	4	4,65%
Pandora Radio	0	/
Other	2	2,32%

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The highest marks received digital notebook (writing of notebook on the computer) and sound recording and processing, which was answered by 54 of 86 respondents.

After these two skills, the highest grade was obtained by computer processing, which was assessed by 49 students as the most important. Other skills: Creation of a visual presentation, Creation of an internet presentation and Search of Internet resources received the highest rating from less than 32% of the respondents.

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Entrepreneurial skills

In the category of questions related to entrepreneurial skills, students first evaluated the main objectives of their study program.

That the acquisition of theoretical knowledge was the main goal, 44% agreed fully, with claim that the development of artistic skills was the main goal 67% agreed completely, while the development of scientific-research skills was the main goal for 43% of the respondents.

The development of pedagogical abilities is the main goal of the study program was fully agreed by 2/3 of the respondents (68%).

Which additional skills are needed to deal with the profession you gain at the studies?		
Skills that are acquired	Skills	Skills that they would like to acquired
18,60%	Entrepreneurial skills	34,88%
69,76%	Communication skills	43,02%
53,48%	Academic skills	34,88%
51,16%	Team work skills	38,37%
43,02%	Digital-tehnical skills	48,83%
/	Other	5,81%
6,97%	I don't know	8,14%

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- Regarding whether entrepreneurial approach to music could jeopardize high artistic/ scientific/pedagogical standards of the profession, 39 respondents believe that such an approach would not jeopardize standards, 19 would think that it will, while 41% are undecided.
- The interest of students to start their own work related to music is significantly pronounced, as many as 76% of respondents said they are interested. It should not be ignored that 10% of students already have such a job.
- According to the students, personal qualities (56.76%), artistic skills (55.04%) and good contacts (51.6%) have the greatest importance for a successful professional career in the field of music. Good luck is the fourth place with 31.82%.

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- When asked which entrepreneurship skills should be adopted during their studies, students gave the highest grade to communication skills (in real and digital environment) - more than half of respondents (54.74%).
- Presentation skills, as well as Project writing and submission, for students are less important and less than a third of respondents identified (29.24% 28.38%).
- Fundamentals of financial operations and Management basics, were given the highest marks in less than 15% of respondents.

WP 7.1. The dissemination and exploitation

- DEMUSIS project was presented to members of the Council of Music Art Department, Kragujevac 19/06/2019
- DEMUSIS project was presented to student – student survey 5–11/06/2019
- DEMUSIS project was presented at the Round table – *Improvement of teaching at the Department of Music theory and pedagogy* 19/6/2019

WP 7.2. Project web site set up, social media engaged

- The first test version of the project website was published on February 20, and final on March, 28 2019
- Project web site set up, social media engaged at the Kick off meeting.
- At the same time, accounts were created on the YouTube site and social networks Twiter and Facebook.
- Also, a group on the Trello project collaboration platform was activated.
- Website address:
- www.demusic.ac.rs
- Facebook page:
- <https://web.facebook.com/Demusic-2557142847693690/>
- Twiter page:
- <https://twitter.com/DEMUSIC1>
- YouTube channel:
- <https://www.youtube.com/channel/UCPTI47Az97vMmEBZoK7ciXg>
- Trello group page (for registered users only):
- <https://trello.com/b/XZ033t8x/demusic>



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Thank you for your kind attention.