

Business in the Arts  
ENT 2030  
ABH 005  
Syllabus – Fall '18  
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## **REQUIRED TEXTS**

There is no required text for this course. Reading will be assigned in class via articles and chapters to be posted on Canvas. The class also features field experiences to area for profit, and non-profit arts and cultural institutions, as well as in-class visits by industry leaders.

## **COURSE OVERVIEW**

Business in the Arts is an in depth look at various business aspects unique to the broader field of the arts with an emphasis on understanding the entrepreneurial nature of the arts industry as well as developing a deeper understanding of the history and development of arts and culture in the public sector. The course examines aspects of the arts-related business, including studying economic impact, emerging trends/challenges, creation of contracts, budgeting, copyright/publishing, performing rights, unions, concert promotion, music marketing and PR, for-profit and non-profit organizations, grant applications and business plans, arts foundations/fund-raising, and personal/professional development.

## **COURSE REQUIREMENTS**

This course will be conducted as a seminar and classes will be discussion-based. Assignments will include weekly case studies based on actual business scenarios. Weekly assignments will be presented during the following class.

## **COURSE LEARNING OBJECTIVES**

At the end of the course students will have:

- An appreciation for the evolving nature of the recording industry from its beginnings through the most recent digital and online innovations
- Develop a knowledge regarding legal issues such as copyright and intellectual property, and their importance in contemporary arts-related fields
- A developing perspective on the individual student's career planning
- An understanding of for-profit and non-profit arts organizations, funding and development, board/staff structures, governance, and budget planning
- Knowledge of grant-writing, starting a new organization and seeking funding from Corporate, Government and Foundation sources
- A basic understanding of accounting and budgeting processes as they apply to organizations and program development
- Develop a process for evaluating the success of a program, idea, or initiative

## **GENERAL EDUCATION FINE ARTS AND HUMANITIES OBJECTIVES**

This course meets the Gen Ed requirement(s) for information literacy goals including:

-Students will have a deeper knowledge of the human experience and creative expression through hands on work with leading industry professionals:

-focus on helping students understand, analyze, and explore thought/actions and creation via case studies of area, regional, and national organizations as well as in-class visits by arts industry professionals

-provide critical/foundational discipline-specific skills that contribute to personal growth and well-being through

-encourage a sense of connection to our shared and diverse pasts through discussion, and the study of the history of the arts and culture sector

## **COURSE POLICIES**

Attendance is required. Poor attendance will negatively affect your grade. If you have a legitimate reason for missing a class, please notify the instructor in advance and make arrangements with your instructor to make up any required work. More than two unexcused absences will result in a lowered final grade.

## **GRADING**

Your grade will be based on the sum of the points earned by the student for the completion of each weekly assignment, exams, and presentations. Weekly assignments and in-class presentations are worth 100 points each. Exams are worth 200 points.

## **SPECIAL NEEDS**

If you need course adaptations or accommodations because of disability, if you have emergency medical information to share with the instructors, or if you need special arrangements in case the building must be evacuated, please make an appointment with the instructors as soon as possible.