

Term Information

Effective Term Autumn 2021

General Information

Course Bulletin Listing/Subject Area Art Education
Fiscal Unit/Academic Org Arts Admin, Education & Policy - D0225
College/Academic Group Arts and Sciences
Level/Career Undergraduate
Course Number/Catalog 3690
Course Title Arts Entrepreneurship
Transcript Abbreviation Arts Entrepreneur
Course Description This course helps students gain skills toward using creativity and artistry to solve problems and identify their personal sites of expertise as they begin to think about their future careers. Identifying opportunities in the arts can take on aspects of using artistic skill to address social problems, create economic value, and bring aesthetic solutions to social, cultural, and business problems.
Semester Credit Hours/Units Fixed: 3

Offering Information

Length Of Course 14 Week, 12 Week
Flexibly Scheduled Course Never
Does any section of this course have a distance education component? No
Grading Basis Letter Grade
Repeatable No
Course Components Lecture
Grade Roster Component Lecture
Credit Available by Exam No
Admission Condition Course No
Off Campus Never
Campus of Offering Columbus

Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions
Electronically Enforced No

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code 13.1302
Subsidy Level Baccalaureate Course
Intended Rank Sophomore, Junior, Senior

Requirement/Elective Designation

The course is an elective (for this or other units) or is a service course for other units

Course Details

Course goals or learning objectives/outcomes

- Recognize, address, and develop opportunities into an arts-related venture
- Assess the market
- Create a mission and vision plan
- Develop an understanding of business models

Content Topic List

- Overview of Entrepreneurship and Arts Entrepreneurship
 - Using Artistic Voice in Identifying Market Niches
 - Careers in the Arts – Entrepreneurship and Intrapreneurship
 - Planning and Strategy
 - Legal Issues for Artists
 - Financial Management and Budgeting
 - Marketing
 - Fundraising
- No

Sought Concurrence

No

Attachments

- ARTEDUC 3690 Syllabus.pdf
(Syllabus. Owner: Pace,Lauren Kate)
- Curriculum map-BAAM.pdf: Curriculum map
(Other Supporting Documentation. Owner: Pace,Lauren Kate)

Comments

- 10.21.20: Please attach a curriculum map. *(by Haddad,Deborah Moore on 09/21/2020 06:34 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Pace,Lauren Kate	09/21/2020 04:49 PM	Submitted for Approval
Approved	Savage,Shari L	09/21/2020 06:24 PM	Unit Approval
Revision Requested	Haddad,Deborah Moore	09/21/2020 06:34 PM	College Approval
Submitted	Pace,Lauren Kate	09/28/2020 09:12 AM	Submitted for Approval
Approved	Savage,Shari L	09/28/2020 09:20 AM	Unit Approval
Approved	Haddad,Deborah Moore	09/28/2020 11:21 AM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Hanlin,Deborah Kay Oldroyd,Shelby Quinn Vankeerbergen,Bernadette Chantal	09/28/2020 11:21 AM	ASCCAO Approval

ARTS MANAGEMENT CURRICULUM MAP

ARTS MANAGEMENT	Program Learning Goals			
Required Courses (offered by the unit)	Goal #1 Students identify the issues, problems and policy interventions impacting contemporary arts and cultural sector	Goal #2 Students analyze the purpose, function, and professional decision making in the arts and cultural organizations	Goal #3 Students understand the professional role and responsibilities of the artist and the cultural worker in society	Goal #4 Students practice the principles of entrepreneurship as applied to the arts
ADVANCED LEVEL (18 credits). We offer 13 possible courses.				
Course 1	Advanced			
Course 2	Advanced			
Course 3		Advanced		
Course 4		Advanced		
Course 5			Advanced	
Course 6 or elective in related area			Advanced	Beginner/Intermediate
Required CORE Courses (offered inside of the unit)				
2100 Intro to AM			Beginning	
3680 or 3681	Beginning			
5683 Capstone				Advanced
Applied learning/ Research 4191/4998				Intermediate/Advanced
Categories, of Courses (may be offered inside or outside of unit)				
Pre-Requisites Business (12 credits)				
ECON 2001		Beginning		
BUSMHR 2500		Beginning		
MATH 1130 (or higher)	Beginning			
CS&E 1111	Beginning			

ARTS MANAGEMENT CURRICULUM MAP

BUSINESS CORE COURSES (9 credits)				
ACCTMIS 2000		Intermediate		
BUSFIN 3120		Intermediate		
BUSMHR 3510			Intermediate	
General Education courses				