

## AAD Curricular Mapping Worksheet

DUE June 10, 2016

- Please complete one for *each course you regularly* teach. The focus is on what *actually* occurs in your course.
- Aim to keep your work at no more than 2 pages. Setting limits and using a uniform format will aid in future analysis and comparisons.
- Keep in mind that curricular mapping is a process and can support on-going course reflection and refinement. It is expected that at least some portions will remain fairly consistent over time, while others may change/be refined/updated frequently. (So don't stress too much—fill it in as best you can.)
- These will be used at our end of the year Faculty Retreat and inform our on-going program refinement and development work, started last year by Julie's work with the 250 series instructors.

**Course Title: AAD 434 Artist Entrepreneur**

**Instructor: Scott Huette**

**Course Context:** Briefly indicate how the course fits within the AAD program. Is it a requirement, elective? When offered/Frequency?; other instructors?; primary audiences?

Undergraduate elective; Offered in the Fall once per year. For AAD minors and majors, ART, Digital Art, Music and Dance.

**Essential Questions** provide focus for the course, can push students to higher levels of thinking, and help to make connections across curricular areas. Consider, what types of questions might guide your teaching and engage students in uncovering the important ideas at the heart of each subject? Number of essential questions usually range between 3 and 6. These can take time to develop.

What does it mean to be an artist entrepreneur?

How does the mission of an artist entrepreneur differ from that of a financial entrepreneur, social entrepreneur and cultural entrepreneur?

What theories of entrepreneurship exist and how can they be applied by artists?

**Learning Outcomes (grounded in core content, concepts, and skills):** the "what" that is to be taught. (See Curricular Mapping Overview and AAD 430/530 YACM example for more details.)

**Learning Outcomes** (from your syllabus)

- Explore the evolution of entrepreneurship in relation to the arts
- Empower emerging artists to harness their creative pursuits by assessing their creative entrepreneurial potential
- Learn to articulate your passion and purpose to communicate clearly to professionals in the creative sector
- Develop the mindset and practice of an arts entrepreneur, to identify needs in a community, foster the opportunity and discovery process, validate assumptions, and launch creative projects to scale
- Learn how organizations act entrepreneurially and how to engage as an artist entrepreneur with such organizations

- Investigate the creative sector and talk with professionals about current issues facing for profit companies and not for profit organizations, and their entrepreneurial initiatives.

### **Core content/themes/topics**

Introduction to Entrepreneurship  
The Entrepreneurial Mindset  
Opportunity Recognition & Idea Generation  
The Entrepreneurial Cycle  
Developing Partnerships and Entrepreneurial Failure  
Bootstrapping and Crowd Funding

### **Key concepts and skills**

Identify major theories of entrepreneurship  
Describe Effectual Entrepreneurship Model and Framework  
Case Study Analysis

### **Key Activities and Assessments** (may also provide information about instructional strategies).

The focus here is on *key* assessments (assignments). How will students show you what they know? These should relate back to the learning outcomes. Expect that the details of some/many of these will change/be refined over time.

### Course Readings and Discussion

Quizzes  
Case Study Fieldwork  
Case Study Preparation  
Case Study Presentation

**Primary Resources** (readings, support materials) Expect that some/many of these will be regularly updated.

Barry's Blog, "Arts Entrepreneurship Blogathon" <http://blog.westaf.org/2014/05/arts-entrepreneurship-blogathon-day-1.html>

Lee, Jennifer. *The Right Brain Business Plan: a creative, visual map for success*. New World Library, Novato, CA, 2011. Print.

Sarasvathy, Saras D.. *Effectuation : elements of entrepreneurial expertise* : (New horizons in entrepreneurship series). Northampton, MA: Edward Elgar Publishing Inc, 2008. Print.

Taubert, Clifton L., and Gary Schoeniger. *Who owns the ice house?: eight life lessons from an unlikely entrepreneur*. Cleveland, Ohio: ELI Press, 2010. Print.