

AAD435

Arts Business Development

AAD 435 Spring Term

Instructor: Scott Huette

Office: Rm 262 Lawrence Hall

Office Hours: 8 am – 9:30 am Mondays and Wednesdays

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Subject Line: Please indicate in the subject line this course number and title AAD 435 Arts Business Dev.

Course Readings: Two required course books available at the DuckStore

Read, S. (2011). *Effectual entrepreneurship*. London: Routledge.

Judkins, R. (2015). *Art of Creative Thinking, The*. London: Hodder & Stoughton General Division.

Additional readings provided online. Log onto the University of Oregon website and scroll to the bottom of the page for the link to Canvas. Click the link to our online class listed there.

Description of Course

This course is part of an entrepreneurial cluster of Arts Business and Arts Entrepreneurship available to students in the Arts and Administration program. Students taking this course will integrate the entrepreneurial process with business skills and strategies for the artist entrepreneur to transform creative ideas into meaningful ventures. Case studies and field research with a variety professional artists and creative professionals in the for-profit and not-for-profit creative sectors will allow participants to explore current and changing business theories and concepts, entrepreneurial practices, and arts business theories and concepts.

Understanding the challenges for individual art entrepreneurs and arts organizations will assist participants in establishing their place in the professional creative sector.

Course Objectives

- Define arts entrepreneurship and compare its relationship to other research fields of entrepreneurship.
- Identify the stages of venturing from creative idea to meaningful venture to start up business.

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- Consider the meaning of value and how an artist builds value economically, culturally and socially
- Understand the roles and relationships of the entrepreneurial cycle, business plans and business models.
- Build a foundation of entrepreneurial and business terms and associate these terms to the language of arts management and marketing.
- Study the skills and practices of arts professionals through guest speakers and case studies, including but not limited to planning, money, and time.
- Apply business strategy to a creative venture of your own.

Course Format

Topics will be covered for 2 weeks so that participants have time to thoroughly investigate the complexities of the entrepreneurial process and corresponding business startup strategies.

Course content emphasizes guest speakers and panels, large group discussions, small group break out sessions to explore concepts together (see detailed weekly assignments in course schedule below).

Course Readings Two required texts are available at the UO DuckStore. Additional readings will be provided on line through canvas. Log onto uoregon.edu. Scroll to the bottom of the page and find the "Canvas" link. Click and you will find listing for AAD 435 Arts Business Development. Click to enter. Weekly instructions can be found under the Assignments link.

Participation 20% of the final grade. Students are required to participate and are graded for attendance, collaboration on group projects and active participation in large and small group discussions. Participation will be assessed through attendance.

Creative Journal 20% of the final grade. This is a term long project. It has two parts. Part one write in a journal everyday for the term. Part two identify correlations between your life and readings from The Art of Creative Thinking. In the end, your journal will be a set of alternating entries, 15 minutes free writing, witnessed correlation, 15 minutes free writing, witnessed correlation, etc. You will bring this journal to the final for grading.

Research assignments 4 practical assignments worth 10% each are assigned at the beginning of the 2 week course topic. They are due by the end of the two week period unless otherwise noted.

Resource Packet 20% for the final term project. This resource packet is for your current and future reference as you venture in the arts business sector. This packet will be discussed the first day of class in more detail. See format and deadlines below:

Format: The final packet must be a hard copy

- You have creative license on how this looks (handmade, notebook with tabbed file separators you purchase or create on your own). However the final version **must have the following required sections in it**. You may choose to create more sections if you would like in the back but the following must be in order.

Deadline: Friday June 10, 10:15am. I do not accept late notebooks.

Weekly Topics

Week 1: **Our Roles as Artists:** Defining Arts Entrepreneurship and the hallmarks of the life of an artist.

Day 1 - 3/28: Syllabus and Introductions!

Day 2 - 3/30: **Discussion:** Values and Benefits of the arts

Week 2: **Our Skills:** Exploring the variety of Possibilities of the Venture for artists

Day 1 - 4/4: **Discussion:** The Dominant and Changing Narratives for Artists

Day 2 - 4/6: **Discussion:** Alternative economics or Caring Economics and the Gross National Happiness (GNH)

Assignment #1: Mapping the Creative Sector Landscape: The social, cultural and economic issues and challenges that currently exist in your chosen industry.

Due April 11th 10:00 am.

Week 3: **Planning:** Personally, Professionally, Artistically

Day 1 - 4/11: **Discussion:** For-Profit and Not-For-Profit funding

Day 2 - 4/13: **Discussion and Activity session:** Mission Statements, Stages of Venturing

Week 4: Planning:

Day 1 - 4/18: **Discussion:** What is the essential ingredient: finding your audience.

Day 2 - 4/20: **Discussion:** Audience development and market segmentation

Assignment #2: Plan your personal, professional and artistic future ventures. Set S.M.A.R.T imagined ends. Create a mission statement for yourself and how you operate in the world (your passion and purpose statement). Further details provided in class and online. Mission and Goals first draft due in class April 13th and 18th respectively. Final draft is due at the end of the term in resource book.

Week 5: Planning: How to plan, strategize and transform your venture; building commitment and partnerships.

Day 1 - 4/25: **Discussion:** Comparing project proposals, business plans and business models

Day 2 - 4/27 : **Discussion:** Fiscal Sponsorship and Insurance

Week 6: Planning: Finding your audience and getting the word out!

Day 1 - 5/2: **Discussion:** Marketing terms used in the arts vs. business

Day 2 - 5/4: **Small Group Activity:** Build a Local and Regional Media list inclusive of all artists

Assignment #3: Build a media list for your industry and based in your location you wish to live in. This list will include professional local nonprofits you wish to partner with to regional and national associations that you could benefit from knowing. Start online and identify at least one each of national organizations, regionally and lastly locally. Create a Venture Map.

Week 7: Money: Multiple Revenue Streams and Paying Yourself

Day 1 - 5/9: **Activity:** Your relationship to money

Day 2 - 5/11: **Discussion:** Multiple Streams of income

Week 8 : Money: Pricing and Negotiation and Legal Issues for artists

Day 1 - 5/16: **Discussion:** Pricing your work and services

Day 2 - 5/18: **Discussion:** Negotiating

Assignment #4: Complete for class , the jobs you have worked A pie chart of your current stream(s) of income and projected streams income And a Venn diagram of your multiple streams of creative income.

Week 9: **Money:** Taxes for Creative Professionals and Preparing to handle money

Day 1 - 5/23: **Discussion:** Budgeting, Cash Flow, Income Statement, Balance Sheet

Day 2 - 5/25: **Discussion:** Taxes and Accounting

Week 10: **Dead Week:** Work on Final

Day 1 5/30 - **NO CLASS** - Memorial Day

Day 2 6/1 - **Discussion:** Making a Proposal

Grading

Participation 20%

Assignments 40% (10% each for 4 assignments)

Creative Journal 20%

Resource Packet 20%

100% total

100-90 = A

89-80 = B

79-70 = C

69-60 = D

59 or below = F

For P/NP students: Please note that undergraduate students must achieve 70% (or a grade of C minus or above) to receive a "P" (passing grade) for a course.

Arts and Administration Program faculty follow a strict Incomplete ("I" grade) policy.

GRADING POLICY

Please note that the highest grade to be assigned in this Arts and Administration Program undergraduate course is an "A", which equates to 4.0 grade points. Individual students must take responsibility to attend closely to the course syllabus, assignment descriptions, as well as written comments on graded assignments in order to gain a more precise understanding of the interpretation that guides this course. While there is variation across classes in the ability

and effort of students, the standards are sufficiently broad to accommodate reasonable variation in performance.

TYPICAL GRADE DISTRIBUTIONS

A = Mastery: Distinctive work in synthesis of thinking and making, idea exploration and expression; extraordinary work reflective of high level investment, discovery, and intellectual engagement and achievement; significant personal progress.

B = Success: Well-executed idea exploration and expression reflective of genuine engagement, achievement, and basic comprehension; successful work reflective of strong investment in course concepts and objectives, frequent and thoughtful participation; evidence of personal progress.

C = Competent: Success in meeting minimum course requirements showing adequate investment, discovery, and intellectual engagement and achievement; competent, complete work with most assignments and work meets basic objectives, satisfactory grasp of material and participation in course; made some personal growth.

D = Below Average: Course concepts poorly understood and/or articulated, failure to engage with the minimum requirements, lack of sustained engagement in the learning process and intellectual growth; Indicates significant problems in more than one area of performance for the course.

F = Inadequate: Does not meet deadlines and basic course commitments; demonstrates an overall lack of academic discipline, intellectual focus, and/or personal growth; indicates either a lack of basic understanding of the material, sustained lack of engagement in the learning process, and/or negative forms of engagement with the course materials and the learning community (e.g. plagiarism, cheating, bullying)

ACADEMIC HONESTY

Plagiarism is a serious offense. The consequences for using the words of another without quotation marks or citation, or of using the ideas and conclusions of another without citation, are severe. In this course, such academic dishonesty will not be tolerated. For further information regarding academic dishonesty, see <http://libweb.uoregon.edu/quides/plagiarism/students/>.