ARTS ENTERPRISE: Art as Business as Art
MHR 365/765 | Art/Theatre/Dance/Music 469
artsenterprise.wisc.edu

Fall 2015 | Wednesdays 2:25-5:25 pm | GRAINGER HALL, ROOM 1170

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<tr>
<th>Instructor</th>
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<td>Office Hours: Tuesdays, by appointment</td>
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Overview

“Arts Enterprise: Art as Business as Art” will offer an overview and foundation for students interested in developing, launching, or advancing innovative enterprises in arts, culture, design, and humanities. Students from a variety of creative majors across campus will learn the unique contexts and challenges of creative careers. The course will help students understand the nature and structure of arts enterprise – for-profit, nonprofit and in between – while cultivating their own career vision and creative project goals.

The course is a weekly, three-hour class, presented over 15 weeks. Guest lectures by creative professionals and class discussions will ensure ongoing connections between theory and practice. The course is intended to align with the Wisconsin School of Business undergraduate and graduate Entrepreneurship Certificate for students who are interested in a more intensive focus on creative enterprise.

Course Objectives

This course seeks to help students gain knowledge and skills in the following domains:

1. Imagining or recognizing entrepreneurship opportunities in arts, culture or expression (projects, partnerships, initiatives, organizations, etc.);
2. Assessing those opportunities and developing them into project concepts;
3. Discovering, acquiring and aligning the key resources necessary for a concept’s success (time, money, space, equipment, talent);
4. Presenting a clear and compelling project plan in written and spoken form;
5. Evaluating a project’s outcomes in ways that foster learning and promote future success;
6. Creating a web-based professional portfolio with work samples.

All of the above depend upon two other learning goals for this course:

1. An improved ability to understand and continually learn about yourself (personal, creative, and goals, interests, preferences, talents, strengths, weaknesses, style, risk tolerance, etc.);
2. A broader understanding of arts entrepreneurship – its general context in society and its specific context in business – and the overlapping domains that comprise it.

Expectations

Full student participation in this course is not only required as part of your grade, it is also essential for the success of the course for everyone around you. We expect every student to arrive on time to every session and to be actively engaged when in class. This means actively listening, sharing your own ideas and questions, participating in small group and full-class exercises and activities, and focusing on the lectures or visiting speakers.
Course Materials
Students will be expected to complete work, as assigned, prior to each class meeting. Late assignments will not be accepted. If you are going to miss a class for any reason, you are still expected to turn in the homework by the date/time it was due. There is no extra credit.

Electronic Device Policy
To ensure the class-wide focus on the conversation in the room, we will not allow the student use of electronic devices during class time – computers, phones, tablets and the like. We recognize that this may be an inconvenience for students who prefer to take notes on such devices, but we need everyone’s attention and connection in the room. This policy will be suspended during breaks and individual/group project time, as announced by the faculty.

Academic Honesty
Plagiarism (presenting someone else’s words or ideas without giving credit) will not be tolerated, and it may be grounds for expulsion from the course. At a minimum, if a student is caught plagiarizing, he or she will receive a zero for the assignment and will be prosecuted to the fullest extent possible under University regulations. If you are unclear as to what constitutes plagiarism, you should consult the University of Wisconsin’s Code of Conduct and the UW Writing Center. When in doubt, always cite your source.

Contested Grades – If you believe your grade is inaccurate, you must wait at least 48 hours before contesting it. If you wish to contest a grade, you will need to write a letter explaining why you believe a mistake was made in grading your assignment. After I have received and read the letter, we will schedule an appointment to discuss the matter; however, if you ask for a paper/project to be reevaluated, I reserve the right to reevaluate the entire contents of the paper/project, and your grade can go up or go down as a result. Whenever possible, I encourage you to ask questions and clarifications about course assignments before turning them in.

Grading & Assignments (100 points total)

Attendance (15 points)
Students are expected to attend every class session, in full, for the entire three-hour period. We only meet 15 times during the semester so it is imperative that you attend all class periods. If you have a midterm for another class scheduled during Arts Enterprise, please speak to the professor for that course ASAP about scheduling an alternative exam time for that course. If you miss class more than twice, your final will automatically be lowered by one letter grade.

Participation (10 points)
Class is part lecture, part discussion of readings and videos assigned for the week, and part group activities.

Class Projects
For the three class projects, a portion of the grade will be linked to the presence of required elements, while additional credit will be earned based on the student’s overall performance for each project.

Project 1: Organizational Profile (10 points)
Each student will complete an organizational profile of a creative organization, entity or festival in the great Madison area, as assigned by the instructor. Students will be provided with an outline for the assignment. Due September 16.

Project 2: Enterprise Proposal (25 points)
Each student will prepare an Enterprise Proposal that will identify and describe your creative venture idea, its goals, market, budget and promotional strategy. A written one page Project 2 project pitch is due September 30. Two copies of the final Enterprise Proposal are due November 4. Students will give a 5-minute verbal summary of their work in class later in the semester.

Project 3: Professional Portfolio (25 points)
Each student will develop a web-based portfolio appropriate for his or her discipline and goals. A detailed description of this project and its process will be provided as a separate document. 100 word Bio and Resume due February 4. Online Portfolio due April 22.

Assignments (15 points)
Each week following class you’ll receive an email with the assignments for the following week – Ted Talks, information on guest speakers, videos, and additional readings will be included in the weekly email. Ted Talk assignments are due by noon on the Monday before class. Response papers should be one page (500 words) with one-inch margins in Times New Roman font. Response papers should be turned in as a hard copy (1 copy) at the beginning of class.