

<b>DEREE COLLEGE SYLLABUS FOR: AT 4045 INTRODUCTION TO ARTS ENTREPRENEURSHIP</b>	
(Same as AR 4045)  (Fall 2022)	<b>UK LEVEL 6 UK CREDITS: 15 US CREDITS: 3/1/3</b>
<b>PREREQUISITES:</b>	None
<b>CATALOG DESCRIPTION:</b>	Introduction to the different business models according to specific business interests in art history and the visual arts. Exposure to the wide range of current art and art related practices. Identification of areas that are potentially profitable and investigation of related jobs and tasks.
<b>RATIONALE:</b>	The course helps students develop the necessary art related skills to work in administrative functions or establish their own business. These skills often include networking, oral communication and critical text writing. The course will introduce students to legal and ethical frameworks.
<b>LEARNING OUTCOMES:</b>	As a result of taking this course, the student should be able to: 1. Assess the nature of administrative functions or an art related business. 2. Design networking strategies by effectively employing oral communication and critical text writing. 3. Compile a mission statement or statement of intent. 4. Evaluate the current environment in the field of arts entrepreneurship.
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the College, the following tools are used: <input type="checkbox"/> Classes consist of lectures, demonstrations, and problem -solving sessions, class critiques and discussions. A number of visiting lecturers offer knowledge in their area of expertise. <input type="checkbox"/> Studios: students are encouraged to use studio facilities for the completion and installation of their works. <input type="checkbox"/> Media labs: students use media labs for the completion of projects and portfolios <input type="checkbox"/> Gallery and Museum visits <input type="checkbox"/> Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture and reading material. <input type="checkbox"/> Online platform (i.e. Blackboard, MS Teams), where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.
<b>ASSESSMENT:</b>	<b>Summative:</b>

	<table border="1"> <tr> <td data-bbox="699 205 1305 317">First assessment Submission of project I and in - class presentation</td> <td data-bbox="1305 205 1490 317"><b>40%</b></td> </tr> <tr> <td data-bbox="699 317 1305 472">Final assessment Submission of project II and in – class presentation Submission of portfolio*</td> <td data-bbox="1305 317 1490 472"><b>60%</b></td> </tr> </table>	First assessment Submission of project I and in - class presentation	<b>40%</b>	Final assessment Submission of project II and in – class presentation Submission of portfolio*	<b>60%</b>
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	<p><b>Formative:</b></p> <table border="1"> <tr> <td data-bbox="699 558 1305 600">Experiential exercise in class</td> <td data-bbox="1305 558 1490 600"><b>0</b></td> </tr> </table> <p>The formative test aims to prepare students for the projects. The first assessment tests Learning Outcomes 1, 2, 4 The final assessment tests Learning Outcomes 2,3</p> <p>*The submission of portfolio is a mandatory condition to pass the class. Formative and summative exercises or projects need to be documented in the portfolio Students are required to resit failed assessments in this module.</p>	Experiential exercise in class	<b>0</b>		
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<b>INDICATIVE READING:</b>	<p>Excerpts from the following texts:</p> <p>Andrews, Richard. “Arts Entrepreneurship: Creating a New Venture into Arts”. Routledge, 2020</p> <p>Burrill, Anthony. “Make it Now! Creative Inspiration and the Art of Getting Things Done”. Virgin, 2017.</p> <p>Congdon, Lisa. “Art Inc. - The Essential Guide for Building Your Career as an Artist”. Chronicle books, 2014.</p> <p>Drucker, Peter. “Innovation and Entrepreneurship”. Online</p> <p>Judkins, Rod. “The Art of Creative Thinking”. Online</p> <p>Ruston, Anabelle. “The Artist’s Guide to Selling Work” Bloomsbury Visual Arts, 2014.</p> <p>Samson Danny, Gloet Marianne. “Innovation and Entrepreneurship: Creating New Value”. Oxford University Press, 2016</p>				
<b>INDICATIVE MATERIAL:</b> <i>(e.g. audiovisual, digital material, etc.)</i>	Will be provided by the instructor.				
<b>COMMUNICATION REQUIREMENTS:</b>	Ability to use appropriate terminology when discussing works of art in class.				

<b>SOFTWARE REQUIREMENTS:</b>	Word processing software, and any slide presentation software that allows export to pdf files, Adobe Photoshop
<b>WWW RESOURCES:</b>	<a href="http://www.art21.com">www.art21.com</a> <a href="http://www.e-flux.com/journal">www.e-flux.com/journal</a> <a href="http://supercommunity.e-flux.com/">http://supercommunity.e-flux.com/</a> <a href="http://field-journal.com/">http://field-journal.com/</a> <a href="http://goldextra.com/wewrite/">http://goldextra.com/wewrite/</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. Roles and positions in the art world in Greece and abroad</li> <li>2. Physical and Virtual Institutions in Greece and abroad; museums, foundations, galleries, artist-run spaces</li> <li>3. Legal status and opportunities</li> <li>4. Reading references: periodicals, books, forums, calls for papers</li> <li>5. Etiquette of correspondence for a wide range of cases</li> <li>6. A professional in the making: CV   BIO   Resume   Business card   Website   Blog</li> <li>7. Statement of intent</li> <li>8. Presentations   Proposals   Budgets</li> <li>9. Using basic tools   Reading floor plans   Comprehending scale   Shipping works   Installation   Documenting an exhibition   Opening a show   Dress code   Related Paperwork such as agreements, loan forms, customs</li> </ol>