



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MUCT-302	Entrepreneurship for Performing Artists	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Music & Dance	Fall/Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Music Elective	Arts Management	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Kenneth Smith	3 <sup>rd</sup> – 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Introduce students to the fields of Arts Entrepreneurship and Arts Management;
- Provide students with fundamental knowledge and skills needed for successful entrepreneurial careers in the performing arts;
- Provide a theoretical and practical understanding of essential managerial functions as they apply to the various contexts in which performing artists commonly work, with an emphasis on projects and events.

### Learning Outcomes:

After completion of the course students are expected to be able to:

- Identify and explain fundamental concepts and current trends in performing arts entrepreneurship and management;
- Define and characterize generic managerial functions (strategy, operations, marketing, & finance) and explain how they are manifested in entrepreneurial performing arts settings;
- Identify and explain the macro- and micro-environmental factors affecting performing arts entrepreneurs and organizations operate;
- Explain and defend a personal conception of how business notions such as product, customer, service, added value, profit, etc. may be appropriately understood to guide to artistic entrepreneurship;
- Design a simple but complete business plan for a small performing arts start-up;

- Identify and explain elementary concepts and practices from the fields of accounting, marketing, and project management.
- Design and execute a performing arts event project using sound managerial practices, including planning and control of production, advertising, and budgeting.

**Course Content:**

The following topics are covered to an introductory level, and are adapted to emphasize the characteristics of small arts organizations and self-managed careers in the arts:

- Overview entrepreneurship in the performing arts
- Organizational types and career options in the performing arts
- Overview of four generic entrepreneurial/managerial functional areas:
  - a. Strategy
  - b. Operations
  - c. Marketing
  - d. Finance
- Position analysis, strategic choice and planning for the performing artists or arts organization
- Project and program design and management in the performing artists
- Performing arts marketing, networking, audience development, and fundraising
- Organizational and personal financial statements, budgeting, and cash flow management, with emphasis on non-pro

**Learning Activities and Teaching Methods:**

Class lectures, individual and group work, case studies, visits to organizations, interviews with artists, final project, exams.

**Assessment Methods:**

Classroom participation, assignments, performance project, and final exam.

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
<i>Management and the Arts</i> , 5th ed.	William J. Byrnes	Focal Press	2014	978-0415663298

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
<i>Creating the Revolutionary Artist: Entrepreneurship for the 21st-Century Musician</i>	Mark Rabideau	Rowman & Littlefield	2018	978-1-5381-0992-2
<i>Arts Management: An Entrepreneurial Approach</i>	Carla Walter	Routledge	2015	978-0-7656-4154-0
<i>Strategic Management in the Arts</i>	Lidia Varbanova	Routledge	2013	978-0-415-53003-3
<i>Arts Management: Uniting Arts and Audiences in the 21st Century</i>	Ellen Rosewall	Oxford University Press	2014	978-0199973705
The Economics of Cultural Policy	David Throsby	Cambridge University Press	2010	9780521868259
Events Management: Principles and Practice	R. Raj, P. Walters, T. Rashid	SAGE	2017	978-1473948280
Successful Event Management: A Practical Handbook, 4th ed.	A. Shone, B. Parry	Cengage	2013	978-1408066638