NOTE to prospective students: This syllabus is intended to provide students who are considering taking this course an idea of what they will be learning. A more detailed syllabus will be available on the course site for enrolled students and may be more current than this sample syllabus. Summer term courses may be accelerated – please check the Ecampus Schedule of Classes for more information.

MUS 451 / ART 451 / TA 451
Introduction to Arts Entrepreneurship

COURSE CREDITS:
(3) This course combines approximately 90 hours of instruction, online activities, and assignments for 3 credits.

PREREQUISITES, CO-REQUISITES AND ENFORCED PREREQUISITES:
Junior standing and above. For majors.

COURSE DESCRIPTION FROM CATALOG
MUS/ART/TA 451: Introduction to Arts Entrepreneurship is a survey of the business strategies behind a successful career in the arts. This course emphasizes the importance of entrepreneurial thinking, engages students with the fundamentals of the arts “business”, and explores ways to influence and shape the industry's future. Contracts, copywriting, branding, social media delivery and targeting, online publishing, recording and labels selection, management, image design, marketing, and booking and A&R representation are among the topics that will be covered. The course will explore the inner workings of the arts industry, using creative problem-solving exercises, discussion questions, collaborative projects, case studies, hands-on activities, and blogs. Students will have firsthand experience with guest experts in the fields of promotion, management, and artist representatives, and thus begin creating their own networks and a path to their future activities in the arts. For majors. (FA)
CONTACT INFORMATION:

For more information, contact: FELIX OLIVEROS, 103 FAIR, 541-737-5002

Sample syllabi may not have the most up-to-date information. For accuracy, please check the ECampus Schedule of Classes to see the most current instructor information. You can search for contact information by name from the OSU Home Page.

LEARNING RESOURCES:


Electronic Course Packet (provided by instructor as .pdf file)

TED Talks (links provided by instructor)

Guest Presentations

NOTE: For textbook accuracy, please always check the textbook list at the OSU Bookstore website. Sample syllabi may not have the most up-to-date information.

Students can also click the ‘OSU Beaver Store’ link associated with the course information in the Ecampus schedule of classes for course textbook information and ordering.
COURSE SPECIFIC MEASURABLE STUDENT LEARNING OUTCOMES:

The primary goals of this course are to:

- Develop the student’s entrepreneurial potential by applying his/her strengths, liberal arts education, and life experience to his/her entrepreneurial interests.
- Familiarize the student with the essential elements for the successful planning of an entrepreneurial endeavor.
- Provide the student with a roadmap for converting ideas into a business plan.
- Develop a launch-ready business that can continue after the class is completed.
- Improve the student’s critical reasoning and communication skills by improving his/her ability to analyze, articulate, present, and defend entrepreneurial activities.

LEARNING GOALS FOR GRADUATES (LGGS) OF OREGON STATE UNIVERSITY

Competency and Knowledge in Multiple Fields - As an OSU graduate, you will show a depth of knowledge in one or more majors as it relates to its history, problems, strategic thinking processes and ways of knowing, and vocabulary. You will also show a breadth of knowledge across the disciplines, which include the humanities and arts, science, social science and mathematics, from both technical and critical orientations.

- Critical Thinking - As an OSU graduate, you will evaluate and synthesize information from multiple sources and perspectives to make informed decisions and solve problems; you will exhibit intellectual curiosity, including the disposition and ability to engage in evidence-based reasoning and critical thinking.
- Pluralism and Cultural Legacies - As an OSU graduate, you will acquire knowledge and appreciation of the diversity of human cultural, historical and social experiences, and be able to reflect on how your individual life experience relates to the complex nature of human conditions in other places and times.
- Collaboration - As an OSU graduate, you will develop the ability to be a positive contributor to situations requiring shared responsibility toward achieving a common goal.
• Social Responsibility and Sustainability - As an OSU graduate, you will develop the capacity to construct an engaged, contributing life, and to engage in actions that reflect an understanding of the values of service, citizenship, and social responsibility, and demonstrate global competence by understanding the interdependent nature of local and global communities.

• Communication - As an OSU graduate, you will be able to present and evaluate information, as well as to devise and exchange ideas clearly and effectively so that you can communicate with diverse audiences in a variety of situations.

• Self-Awareness and Life-Long Learning - As an OSU graduate, you will develop awareness of and appreciation for your personal strengths, values, and challenges, and you will cultivate the ability to use that knowledge to guide your future learning and development.

COURSE CONTENT AND POLICIES:
Course content is divided into two (2) areas of study: a combination of readings & research and “laboratory” where students will actively work on exercises, projects, writing, and/or presentations. The study of entrepreneurship requires an interactive learning environment that demands a high level of participation and practice from students. Students are expected to complete a series of assignments in a timely manner, and to participate actively in online class discussions.

Participation
Students are expected to be prepared. As in all learning situations, active participation in the classroom (online or physical) is vital in order for the exchange of ideas to be beneficial to all involved.

Communication
Communication between students and the instructor is crucial. I cannot help you if I do not know you need help. If there are circumstances that affect your performance and/or attendance, or if you feel lost, confused, or in need of additional help, you
need to talk to me so that together we can seek resources and find answers, thus making your learning experience as successful as possible.

**Extra Credit**
Extra credit is **NOT** available in this class. However, make-up assignments **ARE** available. If you believe that you might need to make-up an assignment(s), please speak to me.

**Syllabus flexibility**
It is my hope not to have to make any changes to this syllabus or if changes are made due to extenuating circumstances that they will be minor. However, be aware that classes are all “works in progress” and based on your input, feedback, and our own sense of pace and context, we may feel it is necessary to make changes to the syllabus. If this happens, you will be informed well in advance so that your own schedule and plans will be minimally affected.

**Diversity Values**
We are a university community enriched by the diversity of our students and staff. Each individual has the potential to contribute in our learning environment. Each has dignity. To diminish the dignity of one is to diminish the dignity of us all. We welcome diverse perspectives and encourage free exchange of ideas. Oregon State University provides an environment that celebrates the freedom to learn and the freedom to teach. In that celebration of teaching and learning it is appropriate that individuals and groups be viewed with regard to their potential to contribute within the learning environment.

**Accessibility of Course Materials**
All materials used in this course are accessible with the possible exception of YouTube videos. If you require accommodations please contact [Disability Access Services (DAS)](Links to an external site.).
ASSIGNMENTS

Many skills will serve you well as you move into entrepreneurial enterprises: creativity, idea generation, innovative spirit, public speaking, clear and concise writing, and the ability to work well with others. The assignments in this course are designed to take an idea from concept to launch - ready in a way that develops and enhances each of these areas. Assignments are designed to help develop clarity of thought and strategic planning in regard to all aspects of an entrepreneurial venture.

**Personal Entrepreneur Profile** (100 points) Each entrepreneur will develop a personal profile (based on their analysis of strengths, challenges, experiences, the life map created in class, and their liberal arts education) to better understand and articulate entrepreneurial goals and spirit.

**Entrepreneur Interview / Shadow Experience** (200 points) Each entrepreneur will identify an entrepreneur, arrange to meet with that individual for an interview, and, if possible, spend time at/with their organization. Each entrepreneur will share a summary of the interview or experience with the class.

**Marketing Plan** (200 points) Each entrepreneur will develop a complete marketing plan. The marketing plan will include branding elements, strategies and objectives, key messaging and marketing components, and a social media plan.

**Business Plan** (200 points) Each entrepreneur will develop a full business plan. The business plan will include a summary of the enterprise, description of the company or organization, description of the product or service, marketing plan/analysis (from Assignment #3), strategy and implementation timeline, and management team details.

**Peer Reviews** (100 points) Business plans will be presented to the class twice during the term for constructive feedback. In turn, each student will review the plans of your peers and provide feedback to help other student’s develop their business plans.
Business Presentations (200 points) Each entrepreneur will present their businesses at mid-term and at the end of the course. The mid-term presentation will introduce the entrepreneurial idea, including an elevator pitch (30-second introduction to the proposed business); your mission and vision statements; and your branding elements. The final business presentation will be comprehensive, combining the results of previous assignments as well as the creative and intellectual elements of your business idea. The class will vote on whether they would fund the project.

Resources
There are a number of excellent online music resources available that may be of assistance during this course. They include but are not limited to:

- YouTube (www.youtube.com) video & audio recordings (FREE)
- TED Talks (https://www.ted.com/talks) video lectures/presentations (FREE)
- Rdio (www.rdio.com) audio recordings (FREE & $)
- Pandora Internet Radio (www.pandora.com) audio recordings (FREE)
- iTunes (www.apple.com/iTunes) audio recordings ($)

EVALUATION OF STUDENT PERFORMANCE:

Grading Criteria
The final grade for Introduction to Arts Entrepreneurship will be based upon student success in the following areas:

- Personal Entrepreneur Profile = 100 points (~8%)
- Entrepreneur Interview / Shadow Experience = 200 points (~17%)
- Marketing Plan = 200 points (~17%)
- Business Plan = 200 points (~17%)
- Peer Reviews = 100 points (~8%)
- Business Presentations = 200 points (~17%)
- Guest Presenter Reviews = 200 points (~17%)
Final grades will be based upon points earned in the above areas and assigned as follows:

A = 90 - 100%  B = 80 - 89%  C = 70 - 79%  D = 60 - 69%  F = 59% and below

**Incompletes**

A grade of “incomplete” (“I”) must be pre-arranged and approved by the instructor. In order to be considered for an “incomplete”, a student must have completed at least 75% of the course work (including class attendance and participation) with a “C” or better.

An incomplete will be given **ONLY** if you have made regular and systematic progress (e.g., you are passing the class) at the time when the incomplete is requested. The reasons must also meet university policy regarding incompletes.

**COURSE SITE LOGIN INFORMATION**

Information on how to login to your course site can be found [HERE](#).

**STATEMENT REGARDING STUDENTS WITH DISABILITIES**

Oregon State University is committed to student success; however, we do not require students to use accommodations nor will we provide them unless they are requested by the student. The student, as a legal adult, is responsible to request appropriate accommodations. The student must take the lead in applying to Disability Access Services (DAS) and submit requests for accommodations each term through DAS Online. OSU students apply to DAS and request accommodations at our [Getting Started with DAS](#) page.

Accommodations are collaborative efforts between students, faculty and Disability Access Services (DAS). Students with accommodations approved through DAS are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through DAS should contact DAS immediately at 541-737-4098.
Additionally, Canvas, the learning management system through which this course is offered, provides a vendor statement certifying how the platform is accessible to students with disabilities.

ACADEMIC INTEGRITY AND STUDENT CONDUCT (OSU POLICY)

Students are expected to be honest and ethical in their academic work. Intentional acts of academic dishonesty such as cheating or plagiarism may be penalized by imposing an “F” grade in the course.

Student conduct is governed by the universities policies, as explained in the Office of the Dean of Student Life: Student Conduct and Community Standards. In an academic community, students and faculty, and staff each have responsibility for maintaining an appropriate learning environment, whether online or in the classroom. Students, faculty, and staff have the responsibility to treat each other with understanding, dignity, and respect.

Students are expected to conduct themselves in the course (e.g. on discussion boards, email postings, etc.) in compliance with the university's regulations regarding civility. Students will be expected to treat all others with the same respect as they would want afforded to themselves. Disrespectful behavior (such as harassing behavior, personal insults, inappropriate language) or disruptive behaviors are unacceptable and can result in sanctions as defined by Student Conduct and Community Standards.

For more info on these topics please see:
- Statement of Expectations for Student Conduct
- Student Conduct and Community Standards - Offenses
- Policy On Disruptive Behavior

PLAGIARISM

You are expected to submit your own work in all your assignments, postings to the discussion board, and other communications, and to clearly give credit to the work of others when you use it. Academic dishonesty will result in a grade of “F.”

- Statement of Expectations for Student Conduct
- Avoiding Academic Dishonesty

TECHNICAL ASSISTANCE

If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the OSU Computer Helpdesk online.

- COURSE DEMO
• **GETTING STARTED**

**TUTORING**
For information about possible tutoring for this course, please visit our Ecampus NetTutor page. Other resources include:

- Writing Center
- Online Writing Lab

**STUDENT EVALUATION OF TEACHING**
The online Student Evaluation of Teaching form will be available in week 9 and close at the end of finals week. Students will be sent instructions via ONID by the Office of Academic Programs, Assessment, and Accreditation. Students will log in to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted. Course evaluation results are very important and are used to help improve courses and the learning experience of future students. Results from questions are tabulated anonymously and go directly to instructors and unit heads/supervisors. Unless a comment is “signed,” which will associate a name with a comment, student comments on the open-ended questions are anonymous and forwarded to each instructor. “Signed” comments are forwarded to the unit head/supervisor.

**REFUND POLICY INFORMATION**
Please see the Ecampus website for policy information on refunds and late fees.