



ART4614.423 Art & Business Fall 2025

Instructor: Binod Shrestha

Office: ART230E

Office Hours: Wednesdays from 1-2 pm

Email: For fast response, binod.shrestha@unt.edu \ **Slow response on Canvas**

Allow 24-36 business hours for a response/ mostly during work hours. However, I am happy to address an urgent situation in a timely manner.

Course Description

Introduction to how art, business, and economics intersect in a variety of settings, both for-profit (galleries, auction houses, artists' studios) and non-profit (museums, municipalities, universities, and arts organizations). Following an introduction to basic terms and concepts, topics include art markets, philanthropy, legal and management issues related to the visual arts, branding and marketing in the arts, and art business models. Emphasizes real-life scenarios, case studies, and problem-based learning to develop critical thinking and problem-solving skills, improve oral and written communications, and stimulate interest in the economics of art-related fields

Structure

This is a 100% online course, meaning all content, including videos/lectures/presentations, readings, self-tests, quizzes, and assignments, will be available in our virtual Canvas course shell. Students will also engage in two course-wide virtual service-learning projects as a means to introduce them to the theory and practice of the arts as a catalyst for creative economy and community cultural development. This will require students to work virtually in groups to

develop a creative entrepreneurship guide that provides resources related to art and business to the local creative economy. Other aspects of the course may include active learning assignments, discussions, and virtual presentations by guest speakers.

This also includes meeting Face-to-Face with the CVAD Career Coaches in ART230 and attending a presentation organized by the Career Coaches.

These service-learning experiences will put into practice theoretical readings and class discussions, which explore the role of art and design in community and cultural development, research, and arts and cultural policy. Students will complete reflective worksheets and assignments that help to map out career-related documents, creative initiatives, business plans, and communication strategies.

Please note **that most** (but not all!) assignments are due on Thursdays or Saturdays. I recommend you take advantage of the course's constant rhythm to plan and organize yourself.

Prerequisite(s): [ART 1600](#), [ART 1700](#), [ART 1800](#), [ART 1900](#), with a grade of C or better; [ART 2350](#), [ART 2360](#), and [ART 2370](#), with a grade of C or better (may substitute [ART 1200](#), [ART 1300](#), or [ART 1301](#) for one of this group).

Course Objectives

By the end of the course, students will be able to:

1. Employ local resources, networks, and connections available for artists and creative entrepreneurs, working in partnership with existing artists and local nonprofit organizations to see their contributions to the local community and economy in practice.
2. Identify and apply key terms, concepts, frameworks, and practical tools used by creative for-profit businesses and non-profit organizations to succeed in creative entrepreneurship.
3. Compose business plans, grant proposals, strategic plans, cover letters, and resumes that critically assess potential challenges and existing markets, and understand how to apply plans within real-world situations.
4. Design strategic operational and marketing plans that can be used as a tool to organize, Track and evaluate the progress of an art/design business and organization.
5. Create, partner, and network virtually with other major organizations, artists, designers, and creative entrepreneurs in North Texas with the development and promotion of art/design products and services.
6. Assess the role that arts entrepreneurship plays within community development and the enhancement of the creative economy, critically evaluating organizations, and programs, and providing suggestions for future development and growth.
7. Host a virtual professional development opportunity for artists, creatives, designers, and business owners to learn about a specific topic relevant to creative entrepreneurship.
8. Write a creative entrepreneurship guide educating artists and creative businesses on

tools, resources, and information relevant to successful creative businesses.

Materials

None required. Assigned videos, online content, and links to readings will be provided through UNT Libraries and/or in PDF format on Canvas.

Grading

Student performance in the course (A-F) will be assessed using the following grading scale:

- A: Excellent (100-90%)
- B: Above Average (89-80%)
- C: Average (79-70%)
- D: Inferior (69-60%)
- F: Failure (59% or below)

Note: All quizzes, discussions, assignments, and presentations are required. Even if you miss the deadline, you must complete the quiz or assignment to proceed to the next part of the module or course. However, work submitted **72 hours after the deadline** will not be graded. In other words, you must do everything the course assigns, no matter what.

Extra points (that will add up to your final grades):

1. Earn up to 15 points: Face 2 Face by appointment: Meet the CVAD Career Coach in ART230 with a business plan draft for up to 60 minutes and post a reflective discussion on Canvas.
2. Earn up to 15 points: Attend the presentation by folks from **DentonStokes** on Friday, October 11, 2024 (by registration) in ART464, and post a reflective discussion on Canvas.

Course Policies

Rules of engagement and netiquette

Netiquette, or online **etiquette**, refers to the expected manner of interaction between students and their instructors online. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language based on race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic or identity will not be tolerated. Consequences are significant and will be applied immediately.
- Treat your instructor and classmates with respect in all email communications and other forms of correspondence.
- Always use your professor's proper title: Dr. or Prof., or say/write Professor if in doubt.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar (this includes discussion boards).

- Avoid using slang terms such as “wassup?” and texting abbreviations like “u” instead of “you.”
 - Use standard fonts such as Arial, Calibri, or Times New Roman, and use a font size of 10 or 12 points.
 - Please avoid using the caps lock feature, AS IT CAN BE INTERPRETED AS YELLING.
 - Limit and possibly avoid the use of emoticons like :) In professional assignments, such as your cover letter.
 - Be cautious when using humor or sarcasm. The tone can sometimes be lost in an email or discussion post, and your message might not be taken seriously or sound offensive.
 - Be careful with personal information (both yours and others).
 - Do not send confidential information via e-mail
- Refer to these [Netiquette Guidelines](#) for more information.

Assignments Policy

- Official due dates for assignments are listed on the Canvas. In the “Assignments” section, students can find assignment instructions and file types (please submit PDFs always, unless otherwise noted). Please note that students will use Turnitin and Canvas Assignments to submit their assignments.
- The instructor typically checks Canvas on Wednesday afternoons and Sunday evenings each week.
- Any changes to course deadlines will be shared through our course “Announcements.” Please note that most discussion assignments require that you comment (and sometimes give feedback) on your classmates’ work. Please note the deadlines for this: usually, you will submit your work on one day and be required to provide comments or feedback two days later. The deadline for the assignment on Canvas is always the deadline for your response or submission. You will only receive full credit for the discussion if you complete the comment/feedback part of the assignment; in other words, if you only submit your work but don’t comment on your colleagues as instructed, you will only get partial credit.
- Please note that a new module opens on the last deadline of the previous module.
- The University is committed to providing all users with a reliable online course system. However, suppose any unexpected server outage or unusual technical difficulty prevents students from completing a time-sensitive assessment activity. In that case, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk at helpdesk@unt.edu or 940.565.2324 to obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues immediately.

Instructor Responsibilities and Feedback

As an instructor, my mission is to help students reach their full potential by developing a professional work ethic, meeting deadlines, and growing in knowledge of the field. The content in this course has been designed to provide helpful insight for students as they navigate the job market post-graduation and to prepare them for pursuing their own professional art and design projects. Because academic and professional success is an important outcome for the course, students should feel encouraged to reach out for clarification and further instructions on class projects and assessments. The instructor will provide access to grading rubrics and additional professional resources to enhance the student experience in the course. Any updates to course content and weekly assignments will be posted via the course Announcements page.

Late Work

- If a student submits an assignment after the due date, 5% (based on an assignment percentage of 100%) will be deducted for each day, or part thereof, that the assignment is late. Discussion posts and other non-major assignments will not be reopened after they close in Canvas; they are not eligible for re-dos.
- Every student in this class receives 3 (THREE) 72-hour Late Work Passes, except for the December 12 due date. This means you can deliver work 24 hours late for three Hours during the semester with no grade penalty and no questions asked. You MUST email to inform me you are using your Late Work Pass. Otherwise, your work will be considered late, and your grade will be discounted, as explained above. This is only allowed for INDIVIDUAL assignments; it cannot be applied to discussions. After you use your three Late Work Passes, I will only accept late work without a grade penalty if you have a documented emergency. Therefore, use your Passes wisely.
- If you need accommodations, please talk to me in the first two weeks of classes.
- All assignments are due by 11:59 pm.

Attendance Policy

As an online course, your attendance is required to be successful. Your course participation documents student attendance. Any excused absences should be appropriately documented and submitted to the Dean of Students' office for accommodation:

<https://deanofstudents.unt.edu/resources/seeking-options-and-solutions>

Examination Policy

Quizzes are open-book exams that may be retaken multiple times before the quiz's due date. If students encounter any technical issues, they should contact the Student Helpdesk and document the remedy Check number.

Class Participation

As an online student, your engagement with course materials and participation in class activities are required. All students must be committed to contributing actively as civil, respectful, and supportive members of our inclusive learning environment. Students are encouraged to take risks in their work and communicate directly with faculty in writing about

any concerns they may have about the course.

Syllabus Change Policy

The instructor reserves the right to modify the syllabus, course information, and due dates as necessary. All course changes will be shared on Canvas via the Announcements page.

Technical Requirements & Skills

Online learning modules typically involve reading, viewing videos, taking quizzes, and completing written assignments. All major writing assignments focus on active learning, discussion, and the development of marketable skills. Each online module allows you to progress through readings and assignments at your own pace with select deadlines throughout the sixteen weeks. This will enable you to work ahead without falling behind.

Minimum Technology Requirements

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](#)

Computer Skills & Digital Literacy

- Using Canvas
- Using email with an attachment
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

Success in an Online Course

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires specific skills and expectations. For tips, please review "How to Succeed as an Online Student" (<https://clear.unt.edu/teaching-resources/online-teaching/succeed-online>).

Getting Help:

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or fails to perform as expected. At UNT, you can contact the Student Help Desk for assistance with Canvas or other technology-related issues.

UIT Help Desk: <https://www.unt.edu/helpdesk/index.htm>

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8 am-9 pm Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8 am-8 pm
- Saturday: 9 am-5 pm Laptop Checkout: 8 am-7 pm
- For additional support, visit [Canvas Technical Help](#)

Student Support Services

- [Registrar](#)
- [Financial Aid](#)
- [Student Legal Services](#)
- [Career Center](#)
- [Multicultural Center](#)
- [Counseling and Testing Services](#)
- [Student Affairs Care Team](#)
- [Student Health and Wellness Center](#)
- [Pride Alliance](#)

Academic Support Services

- [Academic Resource Center](#)
- [Academic Success Center](#)
- [UNT Libraries](#)
- [Writing Lab](#)
- [MathLab](#)

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT. It **enables students to provide constructive feedback to their instructor and department, thereby improving the quality of their student experience** in the course. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (noreply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the study has been submitted. For additional information, please visit the SPOT website or email spot@unt.edu.

UNT Policies

Academic Integrity Policy

Academic Integrity and dishonesty occur when students engage in behaviors including, but not limited to, cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and

sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions, ranging from admonitions to expulsion from the University.

ADA Policy

UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter for faculty to initiate a private discussion regarding the student's specific course needs. Students may request accommodations at any time. However, ODA notices of accommodations should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member before implementing it in each class. For more information, please visit the [ODA website](#).

If you need accommodations, please contact me during the first two weeks of classes. You do not need an official letter for us to discuss accommodations for you in this course, but you do need to contact me ASAP.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (e.g., severe weather, campus closures, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained securely by the instructor of record. All documents, such as exams, answer sheets (with keys), and written papers, submitted during the course are kept for at least one calendar year after completion. Coursework completed via the Canvas online system, including grading information and comments, is stored in a safe electronic environment for one year. Students have the right to view their records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy, the Family Educational Rights and Privacy Act (FERPA) laws, and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' learning opportunities is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in inappropriate behavior will be directed to leave the classroom. The instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including the University and electronic classrooms, labs, discussion groups, and field trips. Visit [UNT's Code of Student Conduct](#) to learn more.

Access to Information - Eagle Connect

The students' access point for business and academic services at UNT is located at my.unt.edu. All official communications from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and provides instructions on forwarding emails to [Eagle Connect](#).

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex and therefore prohibit sexual misconduct. As your instructor, I am a mandatory reporter for Title IX violations. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victims' compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or (940) 565 2759.

Student Verification

UNT takes measures to ensure the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations, or additional charges associated with student identity verification in distance education courses.

See <https://policy.unt.edu/policy/07-002>

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) they create within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.

- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Transmission and Recording of Student Images in Electronically Delivered Courses

1. No student permission is needed for their image or voice to be transmitted live via video conference or streaming media. Still, all students should be informed when courses will be conducted using either of these delivery methods.
2. In the event an instructor records a student's presentation, they must obtain permission from the student by using a signed release to use the recording for future classes, in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of reusing some or all of the recordings for future class offerings must inform students in the course syllabus if their images may appear on the video. Instructors are also advised to provide accommodations for students who do not wish to appear in class recordings.

Course Schedule (subject to change)

Module	Assignment	Points Possible	% of Final Grade	Deadline
Introduction (under Assignment)	1. Introduce Yourself	10 points	1%	August 24
Module 1: An Introduction to Creative Economy	1. Creative Economy Quiz	25 points	5%	August 29
	2. Contributing to Creative Economy Assignment	25 points		August 31
	3. Contribution to Creative Economy Presentation and Discussion	25 points		September 4

Module	Assignment	Points Possible	% Grade	Deadline
Module 2: Working in the Creative Economy	1. Working in the Creative Economy Quiz 2. Working in the Creative Economy Discussion 3. Professional Job Application Materials	25 points 20 points 100 points	10%	September 7 Response: September 11 Comments: September 14 September 14
Module 3: For-Profit Art and Design Business	1. For-Profit Art and Design Business Quiz 2. For-Profit Art and Design Business Discussion	25 points 20 points	3%	September 19 Response: September 20 Comments: September 21
Module 4: About Creative Start-ups: Entering Art and Design Entrepreneurship	1. Business Start-up Quiz 2. How to Start a Creative Business Worksheet 3. Business Plan Workshop 4. Final Business Plan	25 points 20 points 50 points 100 points	14%	September 26 September 26-28 Feedback by: October 2 - 3 October 5
Module 5: Art Law, Ethics & Creative Businesses	1. Art Law & Ethics Quiz 2. Art Law, Ethics and Creative Business Discussion	25 points 20 points	3%	October 10 Response: October 10

Module	Assignment	Points Possible	% of Final Grade	Deadline
Module 6: Law, Copyright, Trademarks & Marketing for Creatives	1. Law, Copyright, Trademarks & Marketing for Creative Discussion	20 points	2%	Response: October 24
Module 7: Non-profit, cultural entrepreneurship & Social Enterprises	1. Non-profit & Social Enterprise Quiz	25 points	10%	October 31
	2. Creativity as Social Enterprise Discussion	20 points		Response and Comments: November 2
	3. Non-profit Business Plan	100 points		November 2
Module 8: Money, Budgets & Creative Practice: Contracts & Putting A Price on Your Creativity	1. Art & Money Quiz	25 points	17%	November 7
	2. Art Fairs, Festivals & Auctions Discussion	20 points		Response and Comments: November 9
	3. Putting a Price on Your Creativity (EXTRA CREDIT)	50 points		November 19 (extra credit)
	4. Grant & Seed Funding Proposal	100 points		November 14
Module 9: Strategic Planning & Marketing for Creative Business	1. Strategic Plan Quiz	25 points	10%	November 21
	2. Vision Board Discussion	20 points		Response and Comments: November 23
	3. 3. Strategic Marketing Plan	100 points		November 23

Module	Assignment	Points Possible	% of Final Grade	Deadline
Module 10: Professional Presence in the Creative Economy	1. Professional Networking Quiz 2. For-Profit/Non-Profit Elevator Pitch	25 points 100 points	15%	November 28 Response and Comments: December 3
Module 11: Creative Businesses & Community Development	1. Creative Businesses & Community Development Quiz 2. Creative Businesses & Community Development Discussion 3. Community Engagement Project: Creative Entrepreneurship Guide 4. Creative Entrepreneurship Guide Discussion	25 points 20 points 50 points 50 points	10%	December 5 Response & Comment: December 7 December 12 Comments: December 12
Total Points Possible		1295 points	100%	