Note: Complete the Required Data Collection Quiz in order to gain access to the course. This is information the university requires us to collect before students can begin the class. Do this immediately so that you do not miss any deadlines.

The course introduces students to how art, business, and economics intersect in a variety 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, and art business models. This course emphasizes real-life scenarios and case-studies to develop critical thinking and problem-solving skills, improve oral and written communications, and stimulate interest in the economics of art-related fields.

Prerequisites: ART1200, ART1440, ART1450, ART1500, ART1510, ART2350, and ART2360.

REQUIRED TEXTS:
--None. Readings provided in pdf form on course Blackboard site.

OUTCOMES
- Apply basic business vocabulary and concepts
- Distinguish between the business practices and goals of for-profit and non-profit art and design businesses and organizations
- Explain types of revenues, direct costs, and operational expenses related to for-profit and non-profit art and design businesses and organization
- Analyze basic business plans, financial reports, and funding proposals for for-profit and non-profit art and design businesses and organizations
- Explain the cultural economy and its impact on the broader economy
- Explain the high-end art collecting and investing market, including auctions and art fairs

ASSESSMENTS:
- Self-Tests: These required self-tests allow the student to test his/her knowledge.
- Exams: Tests on course videos and assigned readings for each unit.
- Practical Assignments: Written assignments requiring the application of new knowledge.
- Discussion Postings: Discussion board postings requiring the application of new knowledge.

COURSE STRUCTURE:
Online class organized into modules requiring reading, viewing videos, quizzes, and written assignments. Progress through the course is at your own pace with select deadlines throughout the five weeks. This allows you to work ahead, but not fall behind.
Note: All self-tests, exams, and assignments are required. Even if you miss the deadline, you need to complete the self-test, exam, or assignment in order to proceed into the next part of the module or course. However, work submitted after the deadline will not be graded.

In other words, you need to do everything the course assigns, no matter what.

For your assistance, the course provides the following aids:
• Transcripts of all videos
• Master list of all terms tests and expected in the course assignments

COURSE SCHEDULE AND DEADLINES:

Note: You can work ahead of these deadlines. The course is set up to reveal content as each requirement is fulfilled. Late work (self-tests, exams, written assignments) is not graded, but required in order to proceed through the course.

Course Deadlines Summary and Checklist

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Work Due</th>
<th>Completed</th>
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</thead>
<tbody>
<tr>
<td>Due June 6 by 10pm</td>
<td>1. Intro Module Assignment</td>
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<tr>
<td></td>
<td>2. Intro Module Quiz</td>
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<td>3. Intro Module Discussion</td>
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<td>4. Intro Module Blackboard Message to Instructor</td>
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<td>5. Week One Discussion</td>
<td></td>
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<tr>
<td></td>
<td>6. Module 1—3 self-tests</td>
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<tr>
<td></td>
<td>7. Module 1—1 Module Exam</td>
<td></td>
</tr>
<tr>
<td>Due June 13 by 10pm</td>
<td>1. Week Two Discussion Posting and Responses</td>
<td></td>
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<tr>
<td></td>
<td>2. Module 2—3 self-tests</td>
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<tr>
<td></td>
<td>3. Module 2—1 Module Exam</td>
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<td></td>
<td>4. Module 3—Cover Letter &amp; Resume Assignment</td>
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<tr>
<td>Due June 20 by 10pm</td>
<td>1. Week Three Discussion Posting and Responses</td>
<td></td>
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<tr>
<td></td>
<td>2. Module 4—3 self-tests</td>
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<tr>
<td></td>
<td>3. Module 4—1 Module Exam</td>
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</tbody>
</table>
4. Module 5—1 self-test
5. Module 5—1 Business Plan Assignment

Due June 27 by 10pm
1. Week Four Discussion Posting
2. Module 6—4 self-tests
3. Module 6—1 Module Exam
2. Module 7—1 self-test
3. Module 7—1 Grant Proposal

Due July 3 by 10pm
1. Week Five Discussion Posting
2. Module 8—4 self-tests
3. Module 8—1 Module Exam

Full Description of Course Requirements, Points, and Deadlines

<table>
<thead>
<tr>
<th>Module</th>
<th>Requirements</th>
<th>Points Available</th>
<th>Deadline</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>If you miss the deadline, you must still submit the quiz in order to proceed in the course. The quiz will not be graded if submitted after the deadline.</td>
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</tr>
<tr>
<td>Discussion Week 1</td>
<td>1. Discussion Posting 2. 2 Responses</td>
<td>1. Posting and responses = 20 pts</td>
<td>6/6</td>
<td></td>
</tr>
<tr>
<td>Discussion Week 2</td>
<td>1. Discussion Posting 2. 2 Responses</td>
<td>1. Posting and responses = 20 pts</td>
<td>6/13</td>
<td></td>
</tr>
<tr>
<td>Discussion Week 3</td>
<td>1. Discussion Posting 2. 2 Responses</td>
<td>1. Posting and responses = 20 pts</td>
<td>6/20</td>
<td></td>
</tr>
<tr>
<td>Discussion Week 4</td>
<td>1. Discussion Posting</td>
<td>1. Posting = 20 pts</td>
<td>6/27</td>
<td></td>
</tr>
<tr>
<td>Discussion Week 5</td>
<td>1. 2-minute Elevator Pitch Video Post 2. 2 Responses</td>
<td>1. Posting and responses = 50 pts</td>
<td>7/3</td>
<td></td>
</tr>
</tbody>
</table>
| Module 1: Terms and Concepts | 1. 3 self-tests  
2. 1 Module Exam | 1. Module Exam = 60 pts | 6/6  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
|-----------------------------|----------------|----------------|--------------------------------------------------|
| Module 2: The Creative Economy | 1. 3 self-tests  
2. 1 Module Exam | 1. Module Exam = 50 pts | 6/13  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
| Module 3: Getting a Job in the Creative Economy | 1. Cover Letter & Resume Assignment | 1. Assignment = 100 pts | 6/13  
If you miss the deadline, you must still submit the assignment in order to proceed in the course. The assignment will not be graded if submitted after the deadline. |
| Module 4: Non-Profit Art Organizations | 1. 3 self-tests  
2. 1 Module Exam | 1. Module Exam = 50 pts | 6/20  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
| Module 5: Business Plans | 1. 1 self-test  
2. Business Plan Assignment | 1. Assignment = 100 pts | 6/20  
If you miss the deadline, you must still submit the assignment in order to proceed in the course. The assignment will not be graded if submitted after the deadline. |
| Module 6: Non-Profit Art Organization | 1. 4 self-tests  
2. 1 Module Exam | 1. Module Exam = 50 pts | 6/27  
If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline. |
### Module 7: RFPS and Grants Proposals

1. 1 self-tests
2. 1 Grant Proposal

1. Grant Proposal= 100 pts

7/3

If you miss the deadline, you must still submit the self-tests and the exam in order to proceed in the course. The exam will not be graded if submitted after the deadline.

### Module 8: The Art Market

1. 4 self tests
2. Module Exam

1. Module 8 Exam= 50 pts

7/3

If you miss the deadline, you must still submit the assignment in order to proceed in the course. The assignment will not be graded if submitted after the deadline.

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**GRADING**

Points in this class are cumulative. Therefore, grades are calculated based on the following scale.

- **A** = 653-730
- **B** = 580-652
- **C** = 507-579
- **D** = 434-506
- **F** = Below 433

**ATTENDANCE POLICY:**

As an online class, attendance is not taken. However, course deadlines must be met.

**LATE WORK POLICY:**

Late work is not graded under any circumstances. Work WELL AHEAD OF EVERY DEADLINE to avoid problems.

**AMERICANS WITH DISABILITIES ACT (DISABILITIES ACCOMMODATION):**

Please notify the instructor if you have a disability that requires accommodation. It is also required that you register with the UNT Office of Disability Accommodation, Student Union, Room 318 (http://disability.unt.edu/). The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean’s offices, Room 107. Further questions and problems on accommodation may be addressed to the Associate Dean of the College of Arts and Design.

This class presents much of its content via videos streamed from Panopto. These videos were created for this class and have transcripts attached to the video. All students are encouraged to use the transcripts to follow along with the videos.

For accessibility features of the platforms and programs used in this class, please consult the following sites:
COURSE RISK FACTOR:
According to University Policy, this course is classified as a category 1 course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students in this class will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

CENTER FOR STUDENT RIGHTS AND RESPONSIBILITIES:
Students in this course are subject to the University of North Texas code of student rights and responsibilities available at www.unt.edu/csrr.

ACADEMIC DISHONESTY AKA PLAGIARISM:
As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. All students in this class are subject to the university’s policy on academic dishonesty available at http://facultysuccess.unt.edu/academic-integrity and http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf.

PLEASE NOTE:
The instructor reserves the right to change this syllabus as needed.