Independent Study: Survey of Enterprise in the Arts
DRAM 4191 - Section 001
3 semester credit hours

Fall 2020

Department: School of Theatre

Instructor: Prof. Scott Shattuck (he, him, his)
E-mail: shattucksh@sfasu.edu
Phone: 936.468-1336 (office), 917.860-6180 (mobile)
Office: Miller Science Building, room 100A
Office Hours: MWF 3-4 pm or TR 10:30 am-12 pm, or make appointment

Class Meetings: On Brightspace by D2L

Text: Reading will be provided on-line. You will need to check out at least one library book, or purchase it if necessary.

Course Description: Independent Study

Learning Goals: Develop vocabulary needed to pursue an art form as a business venture. Develop concepts and context needed to plan for such a venture. Clarify values, formulate goals, and specify a vision for a future as an entrepreneurial professional in an arts discipline.

Course Calendar (subject to change):
Week 1: Connecting artistic impulse to entrepreneurial action (Aug. 24-30)
Week 2: Common ways that businesses are structured (Aug. 31-Sept. 6)
Week 3: Overview of arts users (Sept. 7-13)
Week 4: Specifying an artistic “product” (Sept. 14-20)
Week 5: Specifying users for the product (Sept. 21-27)
Week 6: Introduction to branding (Sept. 28-Oct. 4)
Week 7: Modes of distribution (Oct. 5-11)
Week 8: Public relations (Oct. 12-18)
Week 9: Methods of promoting the product (Oct. 19-25)
Week 10: Internet communication (Oct. 26-Nov. 1)
Week 11: Introduction to financial management (Nov. 2-8)
Week 12: An arts venture’s team (Nov. 9-15)
Week 13: Strategic planning (Nov. 16-20)
Thanksgiving Break
Week 14: Production (Nov. 30-Dec. 6)
Week 15: Culmination: Drafting the venture plan (Dec. 7-11)

Course Requirements:

1. Consistent, active, productive, collaborative **participation**. To succeed in this course you must be alert and engaged, well prepared (having completed reading assignments on time), willing and able to participate in online class discussions and exercises. The instructor’s assessment of your participation will form **20% of your final course grade** for the course. Upon request you may receive a mid-term assessment of your participation. Any pattern of late or spotty participation may have a negative effect on your participation grade (as few as three missed discussions or three times late with submissions may be considered a pattern).

2. **Book Review**. A concise summary and assessment of a substantial book-length text appropriate to your area of entrepreneurial interest and approved in advance by the instructor (a list of sample titles will be provided). Approximately 750 words is appropriate. **15% of your final course grade**. Due Sept. 21.

3. A brief **observational essay** describing an existing arts venture identified by you and approved by the instructor. **15%**. Approximately 1,000 words. Due Oct. 19.

4. Independent **research and writing**. A major research paper of approximately 2,500 words in length, fully documented, on a topic related to the area you choose to emphasize in relation to arts enterprise and approved by the instructor. **20% of your final course grade**. Due Nov. 16.

5. **Draft of an arts venture plan**. Over the course of the semester you will develop a complete but preliminary draft of a “business plan” for an artistic venture. **You are encouraged to review the plan format at the beginning of the semester and begin accumulating material for it immediately, adding elements weekly based on knowledge developed in each module in the course of the semester.** If you wait until after you have turned in your research paper to start this assignment, you will almost certainly not have enough time to finish it. **The full plan will account for 30% of your final grade**. Due Dec. 11.

---

*Per SFA policy 5.4, our course schedule is designed to require an amount of student work per credit hour that reasonably approximates not less than one hour of class or direct faculty instruction and two hours of out-of-class student work per week for fifteen weeks over a long semester. This 3 credit-hour course should approximate 150 minutes of direct instruction and at least 360 minutes of out-of-class work per week for fifteen weeks. This is the amount of work you are expected to do and the minimum time requirement you can expect it will take to accomplish the work successfully.*
Grading Policy
For clarity, each assignment or other course requirement is given a numerical score on the following scale:

A+ 97-100
A  93-96
A- 90-92
B+ 87-89
B  83-86
B- 80-82
C+ 77-79
C  73-76
C- 70-72
D+ 67-69
D  63-66
D- 60-62
F  0-59

The final grade is then calculated using the percentages in the “Requirements” section above, and the numerical weighted average is translated to this letter-grade scale:

89.500-100 A
79.500-89.499 B
69.500-79.499 C
59.500-69.499 D
0-59.499 F

Academic Honesty Policy
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

In keeping with the School of Theatre policy (see the Handbook), the following applies in this course:
“’It is the responsibility of the student to abstain from cheating. Dishonesty of any kind with respect to examinations, written assignments, in or out of class, alteration of records, or illegal possession of current examinations or keys to examinations shall be considered cheating….Courtesy and honesty require that any ideas or materials borrowed from another must be fully acknowledged [NB. “another” includes any Internet resource]. Offering the work of another [including an anonymous or group Internet author] as one’s own is plagiarism. The subject matter of ideas thus taken from another may range from a few sentences or paragraphs to entire articles copied from books, periodicals, or the writing of other students [or web sites]. The offering of materials assembled or collected by others in the form of projects or collections without acknowledgement is also considered plagiarism. Any student who fails to give credit for ideas or materials taken from another is guilty of plagiarism.’

“The School of Theatre expects students to maintain the highest standards of academic conduct. Misrepresenting someone’s work as your own or knowingly allowing someone else to represent your work as his/hers constitutes academic dishonesty. Such behavior is antithetical to our work as scholars, as artists, and as members of a community founded on trust and mutual respect. It is an insult to faculty and an affront to honest students.

“Penalties for academic dishonesty may range from failure of a specific project to failure of the course, suspension from the production season for up to one year, and referral to university authorities for further action, which may include suspension or expulsion from the university.”

It is the student’s responsibility to know the definition of plagiarism and to avoid unintentional as well as intentional plagiarism. In this course, unintentional plagiarism will be treated no differently from intentional cheating. All of your work must be your own original work (unless appropriately cited). In recent years professional directors have successfully asserted legal ownership of staging. In other words, it is possible to plagiarize another director’s concept, blocking or other ideas. This too is a form of cheating and carries all of the consequences described above.

**Guidelines for Written Work**

Except where otherwise instructed, whenever it is reasonable to expect it, written work such as critiques, play analyses and casting breakdowns should be word-processed and submitted as a hard copy (on paper, not on disk, by e-mail or other digital transmission). It should be printed in black ink on regular white copier/printer paper in a widely-used, highly readable font such as Times New Roman, no less than 10 nor more than 12-point size, with margins of approximately one inch. In other words, it should look much like this document except that it should be printed on only one side of the page and it should be double spaced. It should have your name word-processed on the front page (no title page is necessary). (For more details on standards for college papers in the arts and humanities, consult the *MLA Handbook for Writers of Research Papers.*) Unless otherwise specified, due dates refer to the scheduled class start time.
Policy on Late Work
When an assignment’s scheduling affects other students, it is never accepted late if the change of schedule might inconvenience or affect the work of others. Written work that must be completed in sequence to build for success on a complex project is never accepted after the due date for the next assignment in the sequence. Individual written assignments may be accepted late at the instructor’s discretion, but the grade on the assignment will always be affected negatively (the later it is, the larger the penalty), and the instructor will always make it his top priority to be fair to students who submitted their work on time.

Withheld Grades Semester Grades Policy
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.