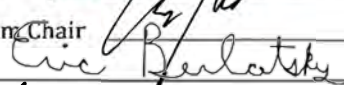
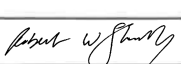
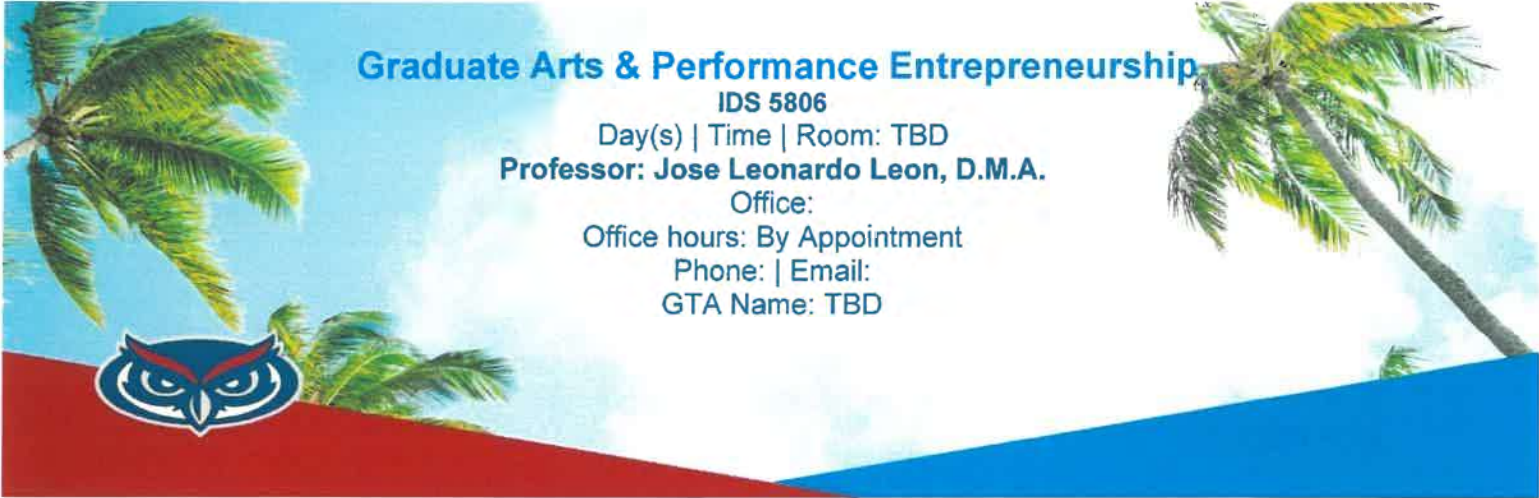


 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department Music College Arts & Letters (To obtain a course number, contact erudolph@fau.edu)			
Prefix IDS Number 5806	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course Lecture	Course Title Graduate Arts & Performance Entrepreneurship	
Credits (See Definition of a Credit Hour) 3	Grading (Select One Option) Regular ☒ Sat/UnSat ☐	Course Description (Syllabus must be attached; see Template and Guidelines) This graduate-level course advances the study of arts performance, entrepreneurship, and monetization in the digital age with emphasis on professional practice, research, and leadership. Graduate students will expand upon the undergraduate framework through complex real-world applications, integrating advanced analysis, strategic planning, and portfolio-ready projects that prepare them for leadership or independent ventures.		
Effective Date (TERM & YEAR) Spring 2026				
Prerequisites Instructor Permission		Academic Service Learning (ASL) course ☐ Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.		Corequisites		Registration Controls (For example, Major, College, Level) Graduate Student
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here		
Faculty Contact/Email/Phone Jose Leon, leonj@fau.edu, 7-3820		List/Attach comments from departments affected by new course		

Approved by Department Chair _____ College Curriculum Chair _____ College Dean  _____ UGPC Chair  _____ UGC Chair  _____ Graduate College Dean  _____ UFS President _____ Provost _____	Date September 4, 2025 9-23-25 09/24/2025 10/14/2025 10/14/2025 10/14/2025 _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.



Graduate Arts & Performance Entrepreneurship

IDS 5806

Day(s) | Time | Room: TBD

Professor: Jose Leonardo Leon, D.M.A.

Office:

Office hours: By Appointment

Phone: | Email:

GTA Name: TBD



Course Description

This graduate-level course equips advanced artists and creative professionals with the strategic, managerial, and analytical tools to thrive in the evolving arts landscape. Students engage in applied research, leadership practice, and collaborative ventures, producing professional-grade deliverables that integrate entrepreneurial theory with real-world practice.

Instructional Method

This is an in-person course. Graduate students will maintain an evolving professional portfolio containing all deliverables, presentations, and project outcomes from the semester. Coursework emphasizes applied leadership, advanced research, and entrepreneurial execution.

Your portfolio will serve as a dynamic record of your progress, reflecting your growth, creativity, and accomplishments in the field of arts entrepreneurship. It will not only demonstrate your understanding of course concepts but also showcase your ability to apply them in real-world contexts.

We encourage you to approach each assignment, project, and activity with the mindset of how it can contribute to your portfolio. By the end of the semester, you should have a well-organized and professional portfolio that highlights your skills, achievements, and readiness for a successful career in the arts.

Throughout the course, we will provide guidance and feedback to help you curate and present your portfolio effectively. Please be proactive in seeking feedback and refining your portfolio, as it will be a valuable tool for your future endeavors in the arts industry.

Due to the participation and active nature of this course, attendance is mandatory. More than two (2) unexcused absences during the semester would be considered a reason for your grade to be dropped.

Materials

A Canvas course site has been established for use in these courses. To access, use MyFAU student's access.

Required Materials

The instructor will provide selected articles, videos, personal slides, and other materials for learning.

Recommended Materials

(1) Disciplining the Arts: Teaching Entrepreneurship in Context. Gary D. Beckman
2010. 1st edition.

Print ISBN: 160709200X

(2) Beyond Talent: Creating a Successful Career in Music. Angela Myles Beeching
2010. 2nd edition.

Print ISBN: 978-0195382594

(3) Minding Your Business: A Guide to Money and Taxes for Creative Professionals Martin
Kamenski

2012. 1st edition

Print ISBN: 9781458437853

Graduate-Level Student Learning Outcomes (SLOs)

By the end of the course, students will:

- Apply arts entrepreneurship theories to real-world organizations through original research and interviews.
- Lead and manage interdisciplinary arts projects, including budgeting, marketing, and operational planning.
- Synthesize scholarly and practical insights to create actionable recommendations for arts ventures.
- Mentor undergraduate students in professional project execution.
- Produce portfolio-ready, graduate-level deliverables including case studies, project plans, and strategic recommendations.

Major Graduate-Level Projects

Project 1 – Applied Research & Case Study Analysis

Conduct interviews with arts entrepreneurs or organizational leaders. Apply frameworks such as effectuation theory or sector-specific entrepreneurship models. Deliverable: 15–20 page report with analysis and recommendations; professional presentation to class or external panel.

Project 2 – Arts Venture Leadership & Project Management

Lead an interdisciplinary arts initiative (e.g., crowdfunding campaign, curated performance series, business launch concept). Mentor undergraduates participating in related projects.

Deliverable: Detailed project plan (budget, marketing, logistics) and 10–15 page reflective leadership analysis.

Project 3 – Portfolio-Integrated Final Project

Build a professional-grade, multi-media final portfolio project (recording, collaborative production, arts event, or publication). Deliverable: Public presentation plus final portfolio submission demonstrating project execution from concept to completion.

Participation Rubric for Arts & Performance Entrepreneurship

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Limited (1)	Unsatisfactory (0)
Attendance and Punctuality	Attends all classes on time, consistently participates, and actively contributes to discussions.	Attends most classes on time, usually participates, and contributes to discussions.	Attends most classes but occasionally late; participation varies.	Attendance is irregular, often late; minimal participation.	Consistently absent or habitually late; no participation.
Engagement in Discussions	Actively engages in discussions, offering insightful comments and relevant questions that enhance class understanding.	Regularly participates in discussions, contributes relevant insights, and engages in class activities.	Occasionally participates in discussions but offers limited contributions.	Rarely participates, and when does, offers minimal or unrelated input.	Never participates in discussions.
Preparation and Homework	Consistently completes assigned readings, homework, and assignments thoroughly and on time, demonstrating a strong grasp of course materials.	Completes most assignments and readings on time, with satisfactory understanding.	Inconsistently completes assignments and readings, often with limited understanding.	Rarely completes assignments, and understanding is minimal.	Never completes assignments or readings.
Contribution to Group Projects	Actively collaborates within groups, demonstrating	Collaborates effectively within groups, makes	Participates in group work but occasionally	Contributes minimally to group projects,	Rarely participates in group work or

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Limited (1)	Unsatisfactory (0)
Respect and Professionalism	leadership and contributing significantly to the success of group projects.	valuable contributions, and helps achieve group goals.	struggles to contribute effectively.	occasionally hindering progress.	hinders group progress.
	Consistently shows respect for peers and the instructor, maintains professionalism in all interactions, and actively supports a positive classroom environment.	Generally shows respect and professionalism but may occasionally display unprofessional behavior or contribute to a less positive classroom environment.	Occasionally demonstrates a lack of respect or professionalism, affecting the classroom atmosphere.	Frequently displays unprofessional behavior or disrupts the classroom environment.	Consistently displays disrespectful or disruptive behavior.
Initiative and Proactivity	Takes initiative in exploring topics related to arts entrepreneurship, seeks additional resources, and actively contributes to the course beyond the required assignments.	Demonstrates some initiative in exploring topics but relies mostly on assigned materials and class discussions.	Rarely takes initiative in exploring topics beyond what is assigned and seldom contributes beyond class requirements.	Lacks initiative and rarely explores topics related to the course or goes beyond minimum requirements.	No initiative; only completes minimum requirements.

Course Evaluation Method

Evaluation of Grades: Assignment & Percentage of Final Grade

- - Applied Research & Case Study (Project 1): 25%

- - Arts Venture Leadership & Project Management (Project 2): 30%
- - Final Project (Project 3): 30%
- - Graduate-Level Discussion & Peer Mentorship: 10%
- - Class Participation & Professional Engagement: 5%

Graduate Discussion Expectations

Graduate-level discussion contributions must reference scholarly sources, industry trends, and personal professional experience. Graduate students will also be evaluated on their ability to elevate the conversation for undergraduates, encouraging deeper critical thinking.

Attendance Policy: Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. (Read Attendance Policies below). Due to the participation and active nature of this course, attendance is mandatory. More than five (5) unexcused absences during the semester would be considered a reason for your grade to be dropped.

Course Grading Scale

Final grades will be assigned as follows:

100% - 96%	= A
95 – 90%	= A-
89 - 87%	= B+
86 – 84 %	= B
83 – 80%	= B-
79 – 77%	= C+
76 – 74%	= C
73 – 70%	= C-
69 – 67%	= D+
66 – 64%	= D
63 – 60%	= D-
59% - below	= F

Policy on Makeup Tests, Late Work, and Incompletes

Graduate students are held to a higher standard of independent initiative, critical analysis, and professional conduct than undergraduates. All major projects must demonstrate original research and professional application beyond what is required at the undergraduate level.

Incomplete Policy: A grade of Incomplete will be assigned only in the case of extreme emergency or illness. The student should have maintained a high standard in class up to the point in which the hardship might have arrived. Students will not be penalized for absences due to participation in University-approved activities, including athletic or scholastics teams, musical and theatrical performances, and debate activities.

Proposed Weekly Schedule (Graduate Focus)

Weeks 1–2: Graduate orientation to course and portfolio expectations; Introduction to applied research methods for arts entrepreneurship; Goal-setting at the professional leadership level.

Weeks 3–5: Case study frameworks (Beckman, Beeching, effectuation theory); Graduate students begin Project 1 research and interviews.

Weeks 6–8: Leadership models in creative industries; Project management tools & cross-disciplinary collaboration; Graduate students initiate Project 2 leadership activities with undergrad teams.

Weeks 9–10: Monetization, sponsorship, and scaling strategies for arts ventures; Ethical and legal considerations for high-level arts business operations.

Weeks 11–13: Graduate peer review of Project 1 deliverables; Implementation and troubleshooting of Project 2 ventures.

Weeks 14–15: Final portfolio preparation and Project 3 presentations; Reflection on graduate leadership experience and future professional trajectory.

Timeline & Description of Assignments:

Weeks 1 - 6 Assignments

1. Establish the Foundation for Your Creative Enterprise
2. Professional Documents for Creative Professionals
3. Developing Promotional Resources for Creative Arts Entrepreneurs
4. Social Media Marketing for Creative Professionals

Weeks 7 - 12 Assignments

1. Presentation/Performance Contracts & Endorsement and Sponsorship (Brands)
2. Content Creation, Publication, and Presentation
3. Performance Project Assignments
4. Applied Lessons Strategic Plan Questionnaire

Weeks 12-14 Final Project

Attendance Policy (University)

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Plagiarism or Cheating will not be tolerated. Any student caught in such academic dishonesty will receive an F for the course, and will be removed from the class. The F may not be removed by the Forgiveness Policy.

Classroom Etiquette: The University Code of Conduct can be read at <https://www.fau.edu/artsandletters/new-pdfs/4.007.student-code-of-conduct.pdf> In addition, several points specific to this class include:

- Students are expected to refrain from the use of handheld Internet or texting devices or iPods etc. during class and may only use computers to aid in note taking. Should a student be found in violation of this etiquette, they will be asked to leave class and take the absence.
- Cell phones should be turned off.
- Do not use earbuds or other earphones in class.
- Students are asked to sit in the chairs in a proper manner and keep feet from residing on other furniture.
- Out of courtesy to other students and to the professor, students are asked to arrive in a timely manner.
- Students are expected to refrain from conversations during class, particularly during musical examples. Even if the conversation is appropriately concerned with the musical experience, in a large class, the disruptive effect of several such “appropriate” conversations is distracting and rude.
- No food or drink (except bottled water) is permitted.

Religious Accommodation: <http://www.fau.edu/provost/resources/files/religious-accommodations-students-and-faculty-8-21-15.pdf>

Course Topical Outline

The instructor reserves the right to modify assignments, adjust due dates or substitute assignments for those listed below. Students will receive adequate notice and instruction on any changes, including emails, in-class announcements and descriptions of assignments, and CANVAS announcements.

Week	Date	Fall Semester Course Calendar
1	Aug 19	Introduction to Arts & Performance Entrepreneurship • Course overview, objectives, and expectations
	Aug 21	• Exploring the role of artists in the modern world. • Setting personal and career goals
2	Aug 26	"Navigating the Creative Landscape: Exploring the Role of Artists in the Modern World" Discussion 1: The Intersection of Art and Business: Navigating the Entrepreneurial Landscape. Explore the challenges and benefits of combining artistic pursuits with entrepreneurship. How can artists balance creativity and business acumen to thrive in the modern art market? Due Sep 1 11:59PM
	Aug 28	Research and Analysis: Historical Context, Contemporary Trends, Entrepreneurial Aspect.

		Assignment 1: Establish the Foundation for Your Creative Enterprise Due Sun Sep 8, 11:59PM
3	Sep 2	Labor Day
	Sep 4	Crafting Professional Documents
4	Sep 9	• Resume and curriculum vitae (CV) writing, • Cover letter composition, Portfolio development
	Sep 11	• Understanding the basics of entrepreneurship - Legalities in the arts: Contracts and copyrights. Identifying and managing risks Assignment 2: Professional Documents for Creative Professionals Due Sun Sep 15, 11:59PM
5	Sep 16	Creating Promotional Resources • Building a personal website 1
	Sep 18	• Building a personal website 2 Discussion 2: Adapting to Change: Entrepreneurial Resilience in the Arts. Discuss the ever-evolving nature of the arts industry and the importance of resilience for artists. How can artists develop adaptability and resilience in the face of challenges, trends, and market shifts? Due Sep. 22, 11:59PM
6	Sep 23	• Designing business cards and promotional materials Assignment 3: Developing Promotional Resources for Creative Arts Entrepreneurs Due Sun Sep 29, 11:59PM
	Sep 25	• Marketing strategies for artists Assignment 4: Social Media Marketing for Creative Professionals. Due Oct 6, 11:59PM
7	Sep 30	Midterm Project: Portfolio, Organizing Information, Presentations 1

	Oct 2	Midterm Project: Portfolio, Organizing Information, Presentations 2 Midterm Project will be due for submission on Friday Oct 4, by 11:59pm. Students will have the opportunity to refine all aspects of their midterm project. Final Submission after revision Friday Oct 11, by 11:59PM
8	Oct 7	Exploring Career Opportunities Arts Journalism and Critique. Careers in Academia
	Oct 9	Arts Leadership and Management
9	Oct 14	Monetizing Your Art Understanding endorsement deals with music merchants. Setting rates for various artistic services.
	Oct 16	Finding performance and educational opportunities
10	Oct 21	Contract Negotiation and Development Drafting contracts for record deals, concerts, and more. Discussion 3: Ethical Dilemmas in Arts Entrepreneurship: Balancing Profit and Integrity Explore ethical considerations in the business side of the arts. How can artists maintain integrity while navigating the commercial aspects of the industry? What are the ethical responsibilities of arts entrepreneurs? Due Oct 27, 11:59PM
	Oct 23	- Teaching and production service contracts - Navigating audition opportunities
11	Oct 28	Assignment 5: Presentations 1/Performance Contracts and Endorsement and Sponsorship (Brands) (Final Document Due Nov. 3, 11:59PM)
	Oct 30	Assignment 5: Presentations 2/Performance Contracts and Endorsement and Sponsorship (Brands) (Final Document Due Nov. 3, 11:59PM)
12	Nov 4	Final project presentation proposals (Recording project, Outreach concerts, Collaborations)
	Nov 6	Final project presentation proposals 2 (Recording project, Outreach concerts, Collaborations)

13	Nov 11	Veteran's Day
	Nov 13	• Reflection on personal and career growth. 1 • Assignment 6: Performance Project Assignments (Group 1) Set Up
14	Nov 18	• Reflection on personal and career growth. 2 • Assignment 6: Performance Project Assignments (Group 2) Set Up • Assignment 7: Applied Lessons Strategic Plan Questionnaire, Due Nov. 26 11:59PM
	Nov 20	• Course review and evaluation • Assignment 6: Performance Project Assignments (Both Groups) Submission Plan Due Nov. 22 11:59PM
	Nov 26	Last Day of Class (Thanksgiving week))
Final Project	Due Dec 5 -11	Content and format TBA