TATI	NEW COURSE PROPOSAL				UUPC Approval <u> <i>0-6-202</i>5</u>	
	Undergraduate Programs			UFS Approval SCNS Submittal		
FLORIDA	Department	-			Confirmed	
ATLANTIC					Banner Posted	
UNIVERSITY College (To obtain a course number, co		ontact erudolph@fau.e o	lu)		Catalog	
Prefix (L = Lab Course; C = Combined Lecture/Lab; add if appropriate)		Type of Course	Course Title			
Number	Lab Code					
Credits (See	Grading (Select One Option)	Course Descript	ion (Syllabus mu	st be atta	ached; see <u>Template</u> and <u>Guidelines</u>)	
	Regular X					
Effective Date (TERM & YEAR)	Sat/UnSat					
Prerequisites, with minimum grade*		Corequisites Registration Controls (Major, College, Level)				
*Default minim	um passing grade is D	Prereqs., Coreqs. &	Reg. Controls a	re enfo	orced for all sections of course	
WAC/Gordon R	ule Course	Intellectual Foundations Program (General Education) Requirement (Select One Option)				
Yes	No	(Select One Option)				
WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.		General Education criteria must be indicated in the syllabus and approval attached to the proposal. See Intellectual Foundations Guidelines .				
Minimum qualifications to teach course						
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course				
Approved by	1/	L			Date	
Department Chair	ff Wh	-			September 4, 2025	
College Curriculur	n Chair <i>Robin Lan</i>	ion			09/23/2025	
College Dean —	12 SIL	-4/			9/25/2025	
UUPC Chair —	Sorry Jorge	·			10-6-2025	
Undergraduate Stu	udies Dean <u>Dan W</u>	leeroff <u>10-6-2025</u>		10-6-2025		
UFS President						

 $Email\ this\ form\ and\ syllabus\ to\ \underline{mjenning@fau.edu}\ seven\ business\ days\ before\ the\ UUPC\ meeting.$

Provost ____



FLORIDA ATLANTIC UNIVERSITY

Arts & Performance Entrepreneurship 1

IDS 3802

Date: Wednesday 5:00-7:50 PM
Building: Arts and Letters Boca Room: TBA
Credits: 3
Fall 2026 - 1 Full Term

Instructor Information

Professor: Jose Leonardo Leon

Email: leonj@fau.edu Office: AL 234

Office Hours: By Appointment

Phone: (561) 297-4927

Course Description

This course provides artistically inclined students with essential skills, knowledge, and resources to thrive as successful creators. Students will explore diverse income avenues, collaboration strategies, and career development possibilities within the creative arts. Topics will encompass business strategies, legal issues, communication skills, content creation and dissemination, and entrepreneurship.

Instructional Method

In-person: Traditional Concept of in-person. Mandatory Attendance is at the discretion of the instructor. This course places a strong emphasis on the development and curation of your personal portfolio as an integral component of your learning experience. Throughout the semester, you will have opportunities to create and showcase your work, which will be a valuable asset for your future career in the arts. This is an in-person course. There will be no remote options.

Prerequisites/ Corequisites:

None

Required Texts/Materials

The instructor will provide selected articles, videos, personal slides, and other materials for learning. A Canvas course site has been established for use in these courses. To access, use MyFAU student's access.

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

Course Objectives/Student Learning Outcomes

By the end of the course, students will:

- 1. Setting goals towards a successful entrepreneurial career in the arts.
- 2. Develop actionable skills and knowledge to begin implementation of their career plan.
- 3. Demonstrate adaptability by evaluating and modifying their career plan as needed.
- 4. Create effective professional documents to their discipline.
- 5. Develop promotional resources to their discipline (social media)
- 6. Explore career opportunities.
- 7. Understand the process and opportunities involved in endorsement deals.
- 8. Acquire knowledge to set monetary rates for various artistic settings and secure performance and educational opportunities.
- 9. Grant Writing basics/seek out grants
- 10. Read and interpret contracts as appropriate for their discipline.

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct <u>University Regulation 4.007</u>.

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/.

Course Evaluation Method

Evaluation of Grades: Assignment & Percentage of Final Grade

- Assignment Sets (8) 20%
- Midterm Project 30%
- Final Project 30%
- Three (3) Online Discussions 15%
- Class Participation 5%

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 two (2) unexcused absences during the semester would be considered a reason for your grade to be dropped 5% per absence for absences 2-4, with a failing grade after five absences.

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 leadership and contributing significantly to the success of group projects.	Collaborates effectively within groups, makes valuable contributions, and helps achieve group goals.	Participates in group work but occasionally struggles to contribute effectively.	Contributes minimally to group projects, occasionally hindering progress.	Rarely participates in group work or hinders group progress.

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Limited (1)	Unsatisfactory (0)
Respect and Professionalism	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.		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.

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's 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 <u>University Regulation 4.001</u>.

All projects and assignments need to be of your unique authorship. Using a portion of someone else's project is considered plagiarism and will be dealt with according to the process set forth by FAU's academic integrity policy

Attendance Policy Statement

Students are expected to attend all 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.

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 two (2) unexcused absences during the semester would be considered a reason for your grade to be dropped 5% per absence for absences 2-4, with a failing grade after five absences.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Outline

Week 1-2: Introduction to Arts Entrepreneurship and Leadership

- Course overview, objectives, and expectations
- Exploring the role of artists in the modern world.
- Setting personal and career goals

Week 3-4: Crafting Professional Documents and Building a Strong Foundation

- Resume and curriculum vitae (CV) writing, Cover letter composition, Portfolio development
- Understanding the basics of entrepreneurship Legalities in the arts: Contracts and copyrights. Identifying and managing risks

Week 5-6: Creating Promotional Resources

- Building a personal website
- Designing business cards and promotional materials
- Marketing strategies for artists

Week 7-8: Exploring Career Opportunities

Arts Journalism and Critique. Careers in Academia, Arts Leadership and Management

Week 9-10: Monetizing Your Art

• Understanding endorsement deals with music merchants. Setting rates for various artistic services. Finding performance and educational opportunities

Week 11-12: Contract Negotiation and Development

- Drafting contracts for record deals, concerts, and more.
- Navigating audition opportunities
- Teaching and production service contracts

Week 13-14: Final Project and Course Recap

- Final project presentations (Recording project, Outreach concerts, Collaborations)
- Reflection on personal and career growth. Course review and evaluation

Timeline & Description of Assignments:

Discussions:

Three (3) Discussion assignments located on Canvas will be turned in by Sunday by 11:59 pm. The purpose of the discussions is to (1) learn about and relate to your peers' perspectives based on their experience and professional perspective, (2) refine your perspectives over time to help strengthen your personal enterprise, and (3) uncover opportunities for future collaborations between your peers as each of you have various types of expertise. The discussion **postings** are based on quality, not quantity (word count). They should be clear, concise, and creative. Your **replies** to at least three peers' posts for each discussion should be around 3 to 4 sentences. It is important for you to address your peers' viewpoints. The objective of each reply is to relate to the others, and sometimes, to offer a different perspective in a respectful manner.

Assignment Sets (Weeks 1 - 6) will be located on Canvas under the 'Assignment' tab and are due on Friday, Week 6, by 11:59 pm. Rubrics for each assignment are included.

The Midterm Project will be due on Friday, Week 7, by 11:59 pm. Students will have the opportunity to refine all aspects of their midterm project.

Assignment Sets (Weeks 7 - 12) will be located on Canvas under the 'Assignment' tab and are due on Week 15, Friday, by 11:59 pm. Rubrics for each assignment are included.

Final Project will be due on Weeks 12-14 (Finals Week), Friday, by 11:59 pm. Students will have the opportunity to refine all aspects of their final project.

Final Project:

- Music: Recording project for brass/chamber groups, Outreach concerts, and cross-collaboration with departments within the College of Arts and Letters:
- Visual Arts: Graphics
- Writing: Album Liners, Bios, History
- Film and Producers: Recording a documentary of the creative process
- Commercial Music: Sound engineers
- Business Public Service: Promotion
- Live concert (Ticket sales)
- Creating local business sponsorships

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
В	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

<u>University Regulation 4.002</u> of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

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.

Special Course Requirements

Phones with cameras, reliable computer, Internet Access.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [Policy 12.16 Artificial Intelligence]

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the <u>Florida</u> <u>Atlantic Code of Academic Integrity</u>, <u>Regulation 4.001</u>.

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation

AI Language Specific To This Course

AI Flexible: The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and cited per instructor guidelines (https://fau.edu/ai/citation).

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/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries
- Math Learning Center
- Office of Information Technology Helpdesk
- Center for Global Engagement
- Office of Undergraduate Research and Inquiry (OURI)
- Science Learning Center
- Speaking Center
- Student Accessibility Services
- Student Athlete Success Center (SASC)
- Testing and Certification
- Test Preparation
- University Academic Advising Services
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

Course Weekly Schedule

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
		 Resume and curriculum vitae (CV) writing,
4	Sep 9	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 OpportunitiesArts 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 contractsNavigating 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

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources, including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at https://www.fau.edu/ocr9/title-ix/. You may also contact Victim Services at victimservices@fau.edu or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.