
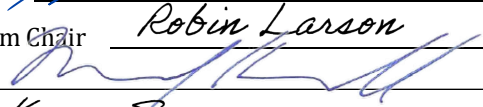
 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval <u>10-6-2025</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____	
	Department College (To obtain a course number, contact erudolph@fau.edu)			
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course	Course Title	
Credits (See Definition of a Credit Hour) Effective Date (TERM & YEAR)	Grading (Select One Option) Regular <input checked="" type="checkbox"/> X Sat/UnSat	Course Description (Syllabus must be attached; see Template and Guidelines)		
Prerequisites, with minimum grade*		Corequisites	Registration Controls (Major, College, Level)	
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course				
WAC/Gordon Rule Course Yes No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement (Select One Option) 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 Department Chair <u></u> College Curriculum Chair <u>Robin Larson</u> College Dean <u></u> UUPC Chair <u>Korey Sorge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____			Date September 4, 2025 <u>09/23/2025</u> <u>9/25/2025</u> <u>10-6-2025</u> <u>10-6-2025</u> _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

Arts & Performance Entrepreneurship 2

IDS 4803

Date: Wednesday 5:00-7:50PM

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 focuses on arts performance, creative entrepreneurship, and monetization in the digital age. Students will explore emerging technologies, the engagement of audiences in digital spaces, and strategies for digital artistry through a mix of theoretical and practical experiences.

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 exploring and studies of arts entrepreneurship in the digital age. Therefore, you will need to have a strong foundation supported on managing your personal portfolio and business plan. Throughout the semester, you will have opportunities to create and showcase your work with special emphasis on the digital platforms, which will be a valuable asset for your future career in the arts. This is an in-person course.

Prerequisites/ Corequisites:

Permission of Instructor

IDS 3802 Arts & Performance Entrepreneurship 1 (min.C); permission of instructor

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) Arts Entrepreneurship: Creating a New Venture in the Arts. Richard Andrews
2019. 1st edition.

Print ISBN: 1138889741

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

Print ISBN: 978-0195382594

Course Objectives/Student Learning Outcomes

By the end of the course, students will:

1. Examine the impact of the digital age on arts.
2. Develop digital content.
3. Understand monetization and digital rights.
4. Develop audience engagement strategies in digital spaces.
5. Understanding remote creative collaborations and projects.
6. Leverage emerging technologies and digital platforms. Build independent digital art business models and marketing plans.
7. Explore recording monetization: (Video games, studio)

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 [University Regulation 4.007](#).

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

- Assessment Sets Quizzes (3) 15%
- Midterm Project 25%
- Final Project 35%
- Three (3) Online Discussions 15%
- Class Attendance & Participation 10%

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.
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.	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.

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. 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.

Week 1-2: Review of Arts Entrepreneurship

- Fundamentals of entrepreneurship in arts.
- Identifying opportunities and creative ideas.
- Understanding arts industry market trends.

Week 3-4: Developing Business Models

- Creating and evaluating business models.
- Crafting unique value propositions for arts.
- Financial planning, budgeting, funding options.

Week 5-6: Marketing for the Arts & Building Artist Brand Identity

- Challenges and strategies in marketing and Importance of artist branding.
- Developing compelling artist brand and creating effective marketing plans.
- Leveraging digital platforms for arts marketing and managing online presence.

Week 7-8: Legal and Financial Aspects

- Intellectual property rights in arts.
- Financial management, budgeting.
- Introduction to contracts and agreements.

Week 9-10: Funding Strategies for Creatives

- Exploring funding opportunities.
- Crafting successful grant proposals.
- Strategies for maintaining patronage.

Week 11-12: Entrepreneurial Mindset in the Arts

- Cultivating creativity and innovation.
- Overcoming challenges in creative ventures.
- Developing resilience as an arts entrepreneur.

Week 13-14: Business Pitch and Plan Presentation

- Creating comprehensive business plans.
- Crafting persuasive pitches.
- Incorporating feedback for plan refinement.

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 each other, 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 Week 6, Friday, by 11:59pm. Rubrics for each assignment are included.

Midterm Project will be due on Week 7, Friday, by 11:59pm. 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 11:59pm. Rubrics for each assignment are included.

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

Midterm Project (Digital Art Business Model):

- Digital Content Creation
- Creativity and Originality
- Effective Use of Digital Medium
- Engagement of Virtual Audience
- Presentation Quality

Final Projects

(Two Options – Choose 1 according to your Area)

Final Project 1: Virtual Audience Engagement

- Interactive Experience Design: 4 points
- Effective Use of Interactivity: 3 points
- Alignment with Virtual Audience Needs: 3 points
- Presentation and Documentation: 2 points

Final Project 2: Emerging Technologies Integration

- Integration of Chosen Technology: 4 points
- Creative Application in Artwork: 3 points
- Technological Impact on Audience Experience: 3 points
- Explanation and Demonstration: 2 points

Course Grading Scale

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
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	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.

University Regulation 4.002 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 the 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 **Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

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 \(WAC\)](#)
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Course Topical Outline

Week	Date	Fall Semester Course Calendar
1	Aug 19	Review of Arts Entrepreneurship
	Aug 21	Fundamentals of entrepreneurship in arts.
2	Aug 26	- Identifying opportunities and creative ideas. - Understanding arts industry market trends. Discussion 1: The Entrepreneurial Mindset: Fostering Creativity in Business Delve into the traits and skills that make an artist successful as an entrepreneur. How can a creative mindset contribute to problem-solving, adaptability, and innovation in the business aspect of the arts? Due Sep 1 11:59PM
	Aug 28	Assignment 1: Market Trends Analysis - Identification of Relevant Trends: 2 points - Analysis of Market Impact: 3 points - Insights and Opportunities: 3 points - Clarity of Presentation: 2 points Due Sun Sep 8, 11:59PM
3	Sep 2	Labor Day
	Sep 4	Developing Business Models
4	Sep 9	- Creating and evaluating business models. - Crafting unique value propositions for arts.
	Sep 11	- Financial planning, budgeting, funding options. Assignment 2: Business Model Creation - Clear Business Model Components: 3 points - Innovative Value Proposition: 4 points - Financial Planning and Feasibility: 3 points

		- Creativity and Originality: 2 points - Presentation Quality: 2 points Due Sun Sep 15, 11:59PM
5	Sep 16	Marketing for the Arts - Challenges and strategies in marketing.
	Sep 18	- Creating effective marketing plans. Discussion 2: Art and Technology: Embracing Digital Platforms for Creative Entrepreneurship Explore the impact of technology on the arts and how artists can leverage digital platforms for exposure and income. How can students use social media, online galleries, and other tech tools to build their artistic brands? Due Sep 22 11:59PM
6	Sep 23	- Leveraging digital platforms for arts marketing.
	Sep 25	Building Artist Brand Identity - Importance of artist branding.
7	Sep 30	-Developing compelling artist brand. - Managing online presence.
	Oct 2	Assignment 3: Crafting Marketing Plans - Understanding of Marketing Concepts: 3 points - Target Audience and Strategy Alignment: 3 points - Effective Communication of Marketing Plan: 3 points - Utilization of Relevant Examples: 2 points Due Sun Oct 6, 11:59PM
8	Oct 7	Midterm Project: Digital Content Creation - Creativity and Originality: 4 points - Effective Use of Digital Medium: 4 points - Engagement of Virtual Audience: 3 points - Presentation Quality: 2 points
	Oct 9	Midterm Project will be due for submission on Friday Oct 11, by 11:59pm
9	Oct 14	Legal and Financial Aspects - Intellectual property rights in arts. 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 20, 11:59PM
	Oct 16	- Financial management, budgeting.
10	Oct 21	- Introduction to contracts and agreements. Assignment 3: Legal Considerations in the Arts - Understanding of Legal Concepts: 3 points - Application to Arts Industry: 3 points - Clarity of Explanations: 2 points - Appropriate Use of Examples: 2 points Due Oct 27, 11:59PM
	Oct 23	Funding Strategies for Creatives - Exploring funding opportunities.
11	Oct 28	- Crafting successful grant proposals. - Strategies for maintaining patronage.
	Oct 30	Assignment 4: Impact of Digital Shift - Analysis of Digital Transformation: 3 points - Insightful Discussion on Arts Impact: 3 points - Application to Virtual Performance: 2 points - Coherent Presentation: 2 points Due Nov. 3, 11:59PM)
12	Nov 4	Business Pitch and Plan Presentation - Creating comprehensive business plans.
	Nov 6	- Crafting persuasive pitches. - Incorporating feedback for plan refinement.
13	Nov 11	Veteran's Day
	Nov 13	Week 13-14: Entrepreneurial Mindset in the Arts - Cultivating creativity and innovation. - Overcoming challenges in creative ventures. - Developing resilience as an arts entrepreneur. Assignment 5: Grant Proposal - Clarity of Project Description: 3 points - Alignment with Grant Requirements: 3 points

		<ul style="list-style-type: none"> - Justification of Funding Request: 4 points - Coherent Writing and Presentation: 2 points Due Nov. 17
14	Nov 18	Week 15-16: Business Pitch and Plan Presentation <ul style="list-style-type: none"> - Creating comprehensive business plans. - Crafting persuasive pitches. - Incorporating feedback for plan refinement.
	Nov 20	Assignment 6: Collaborating in a Virtual Environment <ul style="list-style-type: none"> - Understanding of Virtual Collaboration: 3 points - Application to Creative Projects: 3 points - Insights and Challenges: 3 points - Clear and Coherent Explanations: 2 points
16	Nov 26	Last Day of Class (Thanksgiving week))
Final Projects	Due Dec 5 -11	Content Described under Timeline & Description of Assignments

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.