



UNIVERSITI TEKNOLOGI MARA

FMA531: BUSINESS STRATEGY FOR ARTS ENTREPRENEUR

Course Name (English)	BUSINESS STRATEGY FOR ARTS ENTREPRENEUR APPROVED
Course Code	FMA531
MQF Credit	3
Course Description	This course helps students develop the skills required for creating market-based opportunities in the arts, such as starting a performing arts business, promoting their work as artists, leading arts-based ventures, and sustaining an arts-based career. Throughout the term, students are exposed to the skills and mindset of the entrepreneur to empower artists to create work that is meaningful, sustainable and oriented to community and/or market need. Students across film, theatre, animation, writing and arts management will benefit from the business, marketing and organizational skills offered by this course as it applied specifically to and within the arts.
Transferable Skills	Analytical / logical thinking skills. The students should be able to draw specific conclusions from a set of general observations or from a set of specific facts; able to synthesise information and ideas.
Teaching Methodologies	Lectures, Blended Learning, Presentation, Self-directed Learning, Industrial Talk
CLO	CLO1 Compare the marketing, operation and financial functions of a new business in arts through problem solving and scientific skills. CLO2 Relate the creation of product or service rendered in connecting the audiences to art and artist by using suitable social skills learned. CLO3 Exhibit clear understanding of business management and entrepreneurial skills between artist and audience and able to mediate that relationship effectively.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Course Briefing and The Art of Entrepreneurship	1.1) n/a
2. Week 2 - The Entrepreneurship of Art	2.1) n/a
3. Week 3 - Entrepreneurial Mindset I	3.1) n/a
4. Week 4 - Entrepreneurial Mindset II	4.1) n/a
5. Week 5 - Entrepreneurial Leadership I	5.1) n/a
6. Week 6 - Entrepreneurial Leadership II	6.1) n/a
7. Week 7 - Introduction to Creative Business	7.1) n/a
8. Week 8 - Arts Marketing I	8.1) n/a
9. Week 9 - Arts Marketing II	9.1) n/a
10. Week 10 - Arts Enterprise Development	10.1) n/a

11. Week 11 - Arts Entrepreneurship and the Law 11.1) n/a
12. Week 12 - New Venture Creation 12.1) n/a
13. Week 13 - Course Review and Presentation I 13.1) n/a
14. Week 14 - Presentation II 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) written assignment of self directed research (library references) to assess student knowledge of fundamental concepts business and entrepreneurship	30%	CLO1
	Assignment	One (1) individual assignment of Product / Service Development through guided method.	30%	CLO2
	Group Project	One (1) written group assignment, with one (1) group presentation to assess student understanding of business aspect and how organization works.	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Scherdin. M., Zander. I, 2011, <i>Art Entrepreneurship</i>, Edward Elgar Publishing Limited [ISBN: 978184844369] • Charles Bamford, Garry Bruton 2015, <i>ENTREPRENEURSHIP: The Art, Science, and Process for Success</i>, McGraw-Hill Education [ISBN: 9780078023187] • Congdon. L, Ilasco. M.M. 2014, <i>The Essential Guide for Building Your Career as an Artist</i>, Chronicle Books LLC [ISBN: 9781452128269] • Cremades. A., Corcoran. B., 2016, <i>The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know</i>, Wiley [ISBN: 978119191834] • Elizabeth Hyde Stevens 2014, <i>Make Art Make Money</i>, Lake Union Press [ISBN: 9781477817384]
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources