The course introduces students to how art, business, and economics intersect in a variety settings, both for-profit (galleries, auction houses, artists’ studios) and non-profit (museums, municipalities, universities, and arts organizations). Following an introduction to basic terms and concepts, topics include art markets, philanthropy, and art business models. This course emphasizes real-life scenarios and case-studies to develop critical thinking and problem-solving skills, improve oral and written communications, and stimulate interest in the economics of art-related fields.

Prerequisites: ART1200, ART1440, ART1450, ART1500, ART1510, ART2350, and ART2360.

REQUIRED TEXTS:
--None. Readings provided in pdf form on course Blackboard site.

OUTCOMES
- Apply basic business vocabulary and concepts
- Distinguish between the business practices and goals of for-profit and non-profit art and design businesses and organizations
- Explain types of revenues, direct costs, and operational expenses related to for-profit and non-profit art and design businesses and organization
- Analyze basic business plans, financial reports, and funding proposals for for-profit and non-profit art and design businesses and organizations
- Explain the cultural economy and its impact on the broader economy
- Explain the high-end art collecting and investing market, including auctions and art fairs

ASSESSMENTS:
- Quizzes: Short online quizzes on course videos and assigned readings for each unit.
- Tests: Longer tests on course videos and assigned readings for each unit.
- Unit Assignments: Written assignments requiring the application of new knowledge.
- Discussion Postings: Discussion board postings requiring the application of new knowledge.

COURSE STRUCTURE:
Online class organized into five modules requiring reading, viewing videos, quizzes, and written assignments.

For your assistance, the course provides the following aids:
- Transcripts of all videos
- Master list of all terms tests and expected in the course assignments
- Studymate interactive games for reinforcing terms and concepts
COURSE SCHEDULE AND DEADLINES:
Note: You can work ahead of these deadlines. The course is set up to reveal each module once the previous one is completed.
Late work (quizzes, tests, written assignments, discussions) is NEVER accepted.

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>Requirements</th>
<th>Points Available</th>
<th>Deadline</th>
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</table>
| Introduction                  | June 8-June 11   | 1. Turnitin.com submission  
2. Quiz submission  
3. Discussion Posting  
4. Blackboard message to instructor | 1. Turnitin.com submission = 5 pts  
2. Quiz submission = 5 pts  
3. Discussion Posting = 5 pts  
4. Blackboard message to instructor = 5 pts | June 11 at 10pm  
Late work not accepted. No exceptions. |
| Module One: Terms and Concepts | June 8-June 15   | 1. Term Quiz  
2. Application Exercise: Income Statement | 1. Term Quiz = 30 pts  
2. Application Exercise: Income Statement = 30 pts | June 15 at 10pm  
Late work not accepted. No exceptions. |
| Module Two: For-Profit Art and Design Businesses | June 15-June 22 | 1. Term Quiz  
2. Application Exercise: Design Business Plan  
3. Application Exercise: Pan Ector Industries LLC Business Plan | 1. Term Quiz = 30 pts  
2. Application Exercise: Design Business Plan = 30 pts  
3. Application Exercise: Pan Ector Industries LLC Business Plan = 30 pts | June 22 at 10pm  
Late work not accepted. No exceptions. |
| Module Three: Non-Profit Art Organizations | June 22-June 29 | 1. Term and Concept Test  
2. Application Exercise: Grant Proposal | 1. Term and Concept Test = 45 pts  
2. Application Exercise: Grant Proposal = 30 pts | June 29 at 10pm  
Late work not accepted. No exceptions. |
| Module Four: Art Market       | June 29-July 3   | 1. Term and Concept Test  
2. Application Exercise: Art Market Discussion | 1. Term and Concept Test = 45 pts  
2. Application Exercise: Art Market Discussion = 30 pts | July 3 at 10pm  
Late work not accepted. No exceptions. |
| Module Five: The Creative Economy | July 3-July 9    | 1. Term and Concept Quiz  
2. Application Exercise: The Creative Economy in Houston | 1. Term and Concept Quiz = 20 pts  
2. Application Exercise: The Creative Economy in Houston = 30 pts | July 9 at 10pm  
Late work not accepted. No exceptions. |
GRADING
Points in this class are cumulative. Therefore, grades are calculated based on the following scale.

A= 333-370
B= 296-332
C= 259-295
D= 222-250
F= Below 221

ATTENDANCE POLICY:
As an online class, attendance is not taken. However, course deadlines must be met.

LATE WORK POLICY:
Late work is not accepted under any circumstances. Work WELL AHEAD OF EVERY DEADLINE to avoid problems.

AMERICANS WITH DISABILITIES ACT (DISABILITIES ACCOMMODATION):
Please notify the instructor if you have a disability that requires accommodation. It is also required that you register with the UNT Office of Disability Accommodation, Student Union, Room 318 (http://disability.unt.edu/). The College of Visual Arts and Design policy on accommodation is available upon request in the CVAD Dean’s offices, Room 107. Further questions and problems on accommodation may be addressed to the Associate Dean of the College of Arts and Design.

This class presents much of its content via videos streamed from Panopto. These videos were created for this class and have transcripts attached to the video. All students are encouraged to use the transcripts to follow along with the videos.

For accessibility features of the platforms and programs used in this class, please consult the following sites:

Blackboard:
https://help.blackboard.com/enus/Learn/9.1_SP_12_and_SP_13/Instructor/022_Accessibility
Adobe Reader:
http://www.adobe.com/accessibility.html
Panopto:
http://support.panopto.com/documentation/viewing/accessibility-features

COURSE RISK FACTOR:
According to University Policy, this course is classified as a category 1 course. Students enrolled in this course will not be exposed to any significant hazards and are not likely to suffer any bodily injury. Students in this class will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

CENTER FOR STUDENT RIGHTS AND RESPONSIBILITIES:
Students in this course are subject to the University of North Texas code of student rights and responsibilities available at www.unt.edu/csrr.
ACADEMIC DISHONESTY AKA PLAGIARISM:
As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. All students in this class are subject to the university’s policy on academic dishonesty available at http://facultysuccess.unt.edu/academic-integrity and http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf.

PLEASE NOTE:
The instructor reserves the right to change this syllabus as needed.