



CART12001 *The Business of the Arts*

Term 1 - 2018

Profile information current as at 26/04/2024 02:48 am

All details in this unit profile for CART12001 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

In this unit, you will learn the relevant legal and financial obligations for running an arts business. You will unpack the processes and procedures involved in developing a grant application that will make you competitive in the arts business. To enhance your arts business, you will develop a portfolio that best represents you and your art.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: CART11001 and 18 credit points

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2018

- Cairns

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Portfolio**

Weighting: 35%

2. **Written Assessment**

Weighting: 30%

3. **Written Assessment**

Weighting: 35%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Implement an appropriate business model including relevant legal and financial obligations as they apply to the operation of an arts business
2. Develop a portfolio of work that presents you and your arts business in a professional manner
3. Apply the processes and procedures for developing a competitive grant application.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Portfolio - 35%		•	
2 - Written Assessment - 30%	•		
3 - Written Assessment - 35%			•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication		•	
2 - Problem Solving			•
3 - Critical Thinking			
4 - Information Literacy	•		•
5 - Team Work			•
6 - Information Technology Competence		•	
7 - Cross Cultural Competence			
8 - Ethical practice	•		•
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Portfolio - 35%	•	•	•			•				
2 - Written Assessment - 30%		•	•	•		•				

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
3 - Written Assessment - 35%			•	•	•	•		•		

Textbooks and Resources

Textbooks

There are no required textbooks.

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Rob Woodward Unit Coordinator
r.woodward@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Business Terminology		

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Press Kits		

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Social Media and the Internet		

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Proposals, Contracts, Invoices and Fee Structures		

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
What is? Civic Fellowships, Philanthropic Support		

Vacation Week - 09 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Week 6 - 16 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
MYOB and Representation		Portfolio Due Friday 08.30am Portfolio Due: Week 6 Friday (20 Apr 2018) 5:00 pm AEST
Week 7 - 23 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
ABN, Tax, Cash, Payroll		Assessment 1 (Portfolio) due Tuesday 8.30am
Week 8 - 30 Apr 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Wages and Investments		
Week 9 - 07 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Touring		
Week 10 - 14 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Grant Writing		
Week 11 - 21 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Business Plans		
Week 12 - 28 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Royalties		Assessment 2 (Grant Application) due Friday 5pm. Grant Application Due: Week 12 Friday (1 June 2018) 8:30 am AEST
Review/Exam Week - 04 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 3 (Business Plan) due Friday 5pm Business Plan Due: Review/Exam Week Friday (8 June 2018) 5:00 pm AEST
Exam Week - 11 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Portfolio

Assessment Type

Portfolio

Task Description

Students are to produce a press kit portfolio (EPK) of either themselves or a group with which they are

associated.

This may be in the form of a website or set of documents saved in pdf form.

Assessment Due Date

Week 6 Friday (20 Apr 2018) 5:00 pm AEST

Due Friday Week 6

Return Date to Students

Week 8 Friday (4 May 2018)

Returned within 2 weeks.

Weighting

35%

Assessment Criteria

Language in written documents (Spelling and Grammar) 15%

Appropriate and focused information 45%

Quality of headshot 15%

Audio/Video quality 25%

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

No submission method provided.

Submission Instructions

Submit through moodle

Learning Outcomes Assessed

- Develop a portfolio of work that presents you and your arts business in a professional manner

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Technology Competence

2 Grant Application

Assessment Type

Written Assessment

Task Description

Complete a grant application for a renowned arts funding institution and submit to your tutors through moodle.

This application should be a a regional tour comprising at least four performance venues (towns) for yourself or an act with which you are associated.

This application must include a project summary, target audience, budget, itinerary, marketing and community engagement strategy.

Assessment Due Date

Week 12 Friday (1 June 2018) 8:30 am AEST

Due Friday 5:00pm Week 12

Return Date to Students

Review/Exam Week Friday (8 June 2018)

Returned within two weeks

Weighting

30%

Assessment Criteria

Language in written documents (Spelling and Grammar) 15%

Communication/Presentation 20%

Viability 35%

Demonstrated Knowledge 30%

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

No submission method provided.

Learning Outcomes Assessed

- Implement an appropriate business model including relevant legal and financial obligations as they apply to the operation of an arts business

Graduate Attributes

- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

3 Business Plan

Assessment Type

Written Assessment

Task Description

Devise a 3-5 year business plan for yourself or an act with which you are associated.

This should include a executive summary, objectives, operations plan, market analysis and financial strategy (1500 words)

Assessment Due Date

Review/Exam Week Friday (8 June 2018) 5:00 pm AEST

5pm Friday of Exam Week

Return Date to Students

Exam Week Friday (15 June 2018)

Returned within two weeks

Weighting

35%

Assessment Criteria

This should include a executive summary, objectives, operations plan, market analysis and financial strategy (1500+ words)

Communication/Presentation 30%

Viability 35%

Demonstrated Knowledge 35%

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

No submission method provided.

Submission Instructions

Submit through moodle

Learning Outcomes Assessed

- Apply the processes and procedures for developing a competitive grant application.

Graduate Attributes

- Critical Thinking
- Information Literacy

- Team Work
- Information Technology Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem