



CART12001 *The Business of the Arts*

Term 1 - 2019

Profile information current as at 30/04/2024 01:59 am

All details in this unit profile for CART12001 have been officially approved by CQUniversity 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 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 an electronic 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

There are no requisites for this unit.

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 - 2019

- Cairns
- Rockhampton
- Townsville

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: 50%

2. **Written Assessment**

Weighting: 50%

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](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Student feedback

Feedback

Ensure content is relevant to students in all BCA majors, including dancers.

Recommendation

Have some lectures delivered by a dance lecturer so that personal examples given came from each of the arts.

Feedback from Student feedback

Feedback

Bring business plan and grant writing lecturers earlier in the course

Recommendation

Look at rearranging the lecture order in the next offering of the unit.

Unit Learning Outcomes

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

1. Investigate relevant legal and financial obligations as they apply to the operation of an arts business
2. Develop a personal electronic portfolio of work that represents you as an artist
3. Analyse arts funding processes within Australian and international contexts.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Portfolio - 50%		•	
2 - Written Assessment - 50%	•		•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving			

Graduate Attributes	Learning Outcomes		
	1	2	3
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 - 50%	•		•			•				
2 - Written Assessment - 50%	•		•	•						

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information

no

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

Karen Crone Unit Coordinator
k.crone@cqu.edu.au

Schedule

Week 1 - 11 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Overview of unit and talking our business. This week we will be looking at unit of work over the next 12 weeks, as well as basic business terms.		

Week 2 - 18 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
Press kits and self advertising What do we need to sell ourselves in our individual disciplines?		

Week 3 - 25 Mar 2019

Module/Topic	Chapter	Events and Submissions/Topic
The power of social media and the internet How can we utilise technology to do a great deal of work for us?		

Week 4 - 01 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Proposals contracts and fee structures How much can I sell myself for without selling my soul? What are the legal and financial requirements to be able to successfully implement a professional business model.		

Week 5 - 08 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Finding markets and support Who can I market my wares to and who can I seek out for support?		

Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Being on payroll or being a contractor What are the benefits of working for an employer or working for yourself?		

Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Minding your own business

MYOB and accounting tips.

Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Investing in your career		
How can you continue to invest in your career?		Portfolio - Electronic press kit (EPK) Due: Week 8 Friday (10 May 2019) 11:45 pm AEST

Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Gigs are good - tips for touring		
The importance of putting yourself out there so that your audience has a chance to grow.		

Week 10 - 20 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Grant writing		
What makes a great grant application? What is required to submit a regional arts development fund (RADF) grant application? Philanthropic opportunities, crowd funding and international funding.		

Week 11 - 27 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Planning for the future		
Setting realistic goals and building on your existing network of artists. Be that squeaky wheel.		

Week 12 - 03 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
Keeping up to date		
Keeping up to date not only with your personal finances and show kits, but with your network and industry at large.		Create a business and apply for an arts grant Due: Week 12 Friday (7 June 2019) 11:45 pm AEST

Review/Exam Week - 10 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 17 Jun 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Term Specific Information

Assessment Tasks

1 Portfolio - Electronic press kit (EPK)

Assessment Type

Portfolio

Task Description

Students are to produce a press kit portfolio (EPK) of either themselves OR for a group with which they are associated. This may be in the form of a website or a set of documents saved in pdf form. The EPK will include

1. Information such as individual or group statistics
2. Biography of shows/events/clients the artist/s has performed and worked for.
3. High quality images of the artist/s in various guises and situations
4. Audio and or video of the artist/s performing.

The EPK should be no more than 1000 words in length. This includes all citations from previous clients as well as statistical and biographical evidence of the artist/s.. Images, and video footage are incredibly powerful tools in selling your wares. Keep this in mind as you are putting your EPK together.

Assessment Due Date

Week 8 Friday (10 May 2019) 11:45 pm AEST

Return Date to Students

Week 10 Friday (24 May 2019)

Weighting

50%

Assessment Criteria

Language in written documents (Spelling and Grammar) 20%

Appropriate and focused information 20%

Quality of images 30%

Audio/Video quality 30%

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Develop a personal electronic portfolio of work that represents you as an artist

Graduate Attributes

- Communication
- Critical Thinking
- Information Technology Competence

2 Create a business and apply for an arts grant

Assessment Type

Written Assessment

Task Description

You will implement an arts based business that you will then utilise to develop a grant application for funding support. The business will follow all of the legal and financial requirements of a professional practice. You will

1. create a name for the business
2. investigate Pty Ltd, Trust and NFP (not for profit) as the business model, then choose the one that best suits your needs
3. look at the online application for an ABN - then create a hypothetical number for your business to use.

You will then be expected to investigate the grants that your hypothetical company could apply for. You must consider investigating Arts Queensland Grants, but you might also want to consider national and international grants. You will be able to discuss this with your lecturers and then decide the best funding/grants for your particular hypothetical business.

You will then hypothetically apply for a grant. You will be expected to supply all documentation that the grant application requires. This is what you will submit as your assessment, a grant application for a hypothetical arts business. The length will be determined by the grant that you are applying for. This can be presented as a pdf or word document. NB: There is no specific word count, this will be determined by the requirements of the funding application.

Assessment Due Date

Week 12 Friday (7 June 2019) 11:45 pm AEST

Return Date to Students

Exam Week Friday (21 June 2019)

Weighting

50%

Assessment Criteria

Language in written documents and correct referencing (Spelling and Grammar) 30%

Appropriate supporting documents for the of the specific grant/funding application 40%

A completed funding application 40%

Referencing Style

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

Submission

Online

Learning Outcomes Assessed

- Investigate relevant legal and financial obligations as they apply to the operation of an arts business
- Analyse arts funding processes within Australian and international contexts.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy

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