

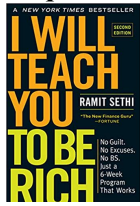
## THEA 4305

### Art Entrepreneurship

*(Subject to Change)*

**Instructor:** Hideaki Tsutsui  
**Class Time:** T, TH 10:30am – 11:50am  
**Classroom:** Music M101  
**Office:** Fox Fine Arts D371-A  
**Email:** htsutsui2@utep.edu  
**Office Hours:** Wednesdays 9:30-10:30am or By Appointment

#### Required Text:

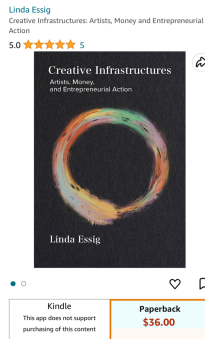


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\$9.96 on Amazon

#### Recommended Text:



#### Course Description:

This course will offer basic understanding of the business of entertainment industry and marketing skills to create a network in the professional environment. Learning the traits and business practices such as contracts, wages, invoices etc. to develop a knowledge necessary to build a successful career.

#### Learning Outcomes:

- Students will learn about basic businesses and practices in the entertainment industry
- Students will learn and understanding of marketing yourself in the industry
- Students will discuss and communicate critical view and development of entrepreneurship ideas.
- Students will learn to compose a cover letter, business cards, website, portfolio and interview techniques.
- Students will learn about contract negotiation and financial aspects of the industry.
- Students will learn the financial independency.

**Getting Help:****Technical Support**

If you do not know how to use Blackboard or have technical issues with Library access – go to Tech Support Room 300 at Library immediately. Do not wait until you do not understand until you are having problems. You can contact Help Desk via email, [helpdesk@utep.edu](mailto:helpdesk@utep.edu), by phone 747-5257. Hours are M-F 7a-8p, Sat 9a-10p and Sun 12-4p.

**Copyright Statement** <https://www.copyright.gov/title17/92chap5.html>

Some of the materials in this course are copyrighted. Copying of textbooks is not “fair use” under the Copyright Act. Your cooperation is expected.

**Student Conduct/Scholastic Dishonesty/Final Exams and Plagiarism**

Refer to the [Handbook of Operating Procedures: Student Affairs](#).

Due to the nature of an online class, proper online etiquette is critical.

**Students with Disabilities Policy:**

If you have or suspect a disability and need an accommodation, you should contact The Cass Office at 747-5148 or at [cass@utp.edu](mailto:cass@utp.edu) or go to Room 106 Union East Building.

**UTEP Writing Center**

To get help with writing please check out the writing center – their procedure has changed due to the virus and you must plan ahead. <https://www.utep.edu/uwc/>

**Student Conduct and Discipline:** The University of Texas at El Paso expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding student conduct and discipline, which is contained in both print and web version of the Handbook of Operating Procedures: Students Affairs. These regulations and policies can be found online and in the “Catalog” of the University of Texas at El Paso. <https://www.utep.edu/hoop/section-2/index.html>

**Attendance and Participation:** Class participation is important. Attendance for this class is a part of Participation grade. **Each class is worth two points.** If a student is more than 15 min late (unless a student contacted the instructor before class started), the student will receive one point. 0 points for absence. There are 28 classes in this semester. Total possible points for this is 50, which means students will have 3 absences or 6 late at their disposal and still receive 50 points, if you come all classes, or no lateness means you will receive extra points (up to 6 points). If classes are cancelled with any reason, students will automatically receive two points for that class.

**Assignments and Exam:** Students are responsible of turning in the assignments on time, even if you are absenting on the due day. Students can turn in projects or take tests early, if approved by the professor. There is no make-up test unless there are significant circumstances that were discussed ahead of time. Projects are due by the end of the class period on the due date. There will be no exams for this class. **Late work will not be accepted.**

**Projects (Approximately 45% of your final grade):****Project #1: Know who you are. Market yourself in the business**

1. Cover letter
2. Resume
3. Business Card

**Project #2: Market yourself in the business Part 1 (Branding)**

1. Building a website (*Good progress has to be made by the due date. Updates can be made and must be completed for the final presentation*)
2. Please submit your website link

**Project #3: Interview Techniques**

1. Create questions and answers for interview
2. Practical training to prepare for a job interview

**Project #4: Contract**

1. Your rate: hour, Day and week
2. Create a contract to a freelance work

**Project #5: Invoice**

1. Create an Invoice: Based on a contract from Project #4
  - A. A Project Based
  - B. One week Contract

**Final Presentation**

1. Students will present All Projects including website from the semester in front of the class.

**Entry Ticket Paper:** Students to write one-page max paper to write about “What you wish to learn from this class.”

**Bi-weekly Tickets:** Students to write one-page max paper to write about “What you learned from the class thus far and what you look for in coming weeks.”

**Midterm and Exit Ticket Paper:** Students to write reflection and book review papers.

Midterm paper (1-2pages): what you have learned and what you wish to learn second half of the semester and review from minimum 3 chapters from the book “I will teach you to be rich”.

Exit paper (minimum two pages) : what you have learned from the class and things that was helpful and wish we were able to cover and the book review of “I will teach you to be rich”.

**Grading Calculations (Point System):**

Participation/Attendance	50
Project #1	20
Project #2	20
Project #3	20
Project #4	20
Project #5	20
Final Presentation	40
Entry Ticket Paper	10
Midterm Ticket Paper	20 (What you learned so far)
Exit Paper Ticket Paper	30 (What you learned and the book review)
Bi-weekly Tickets:	60 (Seven in total: one can be extra credit or non-submission)
<b>Total Points</b>	<b>310</b>

**\*All information on this syllabus can be subject to change**

**Participation Total Grade** – This is Approximately 55% of final grade and is earned via points on the following items:

- Attendance – You can earn up to 50 points (plus possible 6 points extra)
- Bi-weekly, Entry, Midterm and Exit Tickets – you can earn up to 120 points  
\*Bi-weekly entry (total of seven) is a simple written journal about what you learned and notes for an instructor
- Effective, responsible and efficient communication through office hours and email – you can earn up to 10 extra points.

### **Grading Notes & Rubrics**

**Project Grading Rubric** – Projects are averaged and worth about 45% of final grade

All assignments are graded using the following rubric unless otherwise stated. Please see me during office hours or by appointment if you want or need qualitative feedback on your assignments.

	<b>Met</b>	<b>Partially Met</b>	<b>Do not meet</b>	<b>0</b>
<b>Content</b>	-Assignment fully adheres to instructions. 5pts	-Assignment mainly adheres to instructions. 4pts	-Assignment somewhat adheres to instructions. 3pts	-Little or no discernable effort to complete the assignment or demonstrate understanding of the material. 2pt -or- -Did not submit the assignment. 0pts
<b>Application</b>	-Assignment clearly and accurately incorporates course concepts. Connections to course materials (e.g., readings) are clear and appropriate.  -Presents strong evidence of critical thinking in application of course concepts and materials. 5pts	-Course concepts somewhat clearly and accurately integrated in assignment. Some ideas connected to course materials, but these need to be made clearer.  -Presents some evidence of critical thinking in application of course concepts and materials. 4pt	-Course concepts not clearly and accurately integrated in assignment. Few or no connections made to course materials, including readings.  -Presents little or no evidence of critical thinking in application of course concepts and materials 3pts	-Little or no discernable effort to complete the assignment or demonstrate understanding of the material. 2 pts -or- -Did not submit the assignment. 0pts
<b>Structure</b>	-There is strong organization throughout, with each point or component flowing logically to the next. 5pts	-Mainly strong organization, but not all points or components flow logically from one to the next. 4pts	-Problematic organization, with many points or components illogically connected. 3pts	-Little or no discernable effort to complete the assignment or demonstrate understanding of the material. 2pts -or- -Did not submit the assignment. 0 pts
<b>Mechanics</b>	Writing/visuals are consistently clear and lucid.  -Few/no grammar, spelling, and punctuation errors. 5pts	-Writing/visuals is mainly clear and lucid.  -Some grammar, spelling, or punctuation errors. 4pts	-The writing/visuals are frequently unclear.  -Frequent grammar, spelling, or punctuation errors. 3pts	Did not submit the assignment. 0 pts

**Entry and Mid Ticket Grading Rubric** –Your goal is 30 points in total. Your grade will be based off one of the bullets below depending on the ticket assignment.

Comprehensive and Thorough                      Points: 10(Entry)/20(Mid)

- Entry/Mid slip is organized and easy to understand
- All aspects are answered
- Student has made a serious attempt to answer the prompt posed by the teacher
- Student’s response shows complete attention to learning task

Partial and Limited                                      Points: 7/14

- Entry/Mid slip is difficult to read or understand
- Some aspects may be missing
- Student makes limited attempt to answer the prompt
- Student’s response shows some attention to learning task

Weak and Incomplete                                  Points: 4/8

- Entry/Mid slip is impossible to understand
- Student makes no effort to answer the prompt
- May simply write “I don’t know”
- Student’s response does not reflect attention to learning task

0: No submission

**Exit Tickets Grading Rubric** – 30 points in total. Grade is based off the bullets below.

30 Excellent

- Detailed, thoughtful, well written, easily to understood
- Clearly illustrates topic(s) taught
- Includes examples of how the learning was applied
- Key components/details included
- Includes correct grammar, punctuation, sentence structure
- Detail review and understanding of book’s objectives

20 Needs Work

- Tells what was learned but is basic.
- May have incomplete information, missing some details
- Work can be understood
- May include some errors to grammar, punctuation or sentence structure
- Reviews are almost complete but unclear on learning objectives from the book

**Bi-Weekly Ticket Grading Rubric** –Your goal is 60 points in total.

Complete - 10, Incomplete -5, Not Submitted – 0

*\*Above grading rubric guidelines apply for these tickets.*

**Final Presentation**

Score: /40

NAME:

Criteria	Exemplary	Good	Acceptable	Unacceptable
<b>Posture and Eye Contact</b>	Stands up straight, looks relaxed and confident. Establishes eye contact with everyone in the room during the presentation. Does not stare or read Screen or Computer. Does not have head buried in notes. 5 points	Stands up straight and establishes eye contact with everyone in the room during the presentation. Does not turn back on audience and stare at screen. May glance at computer screen or notes for reference. 4 points	Sometimes stands up straight and establishes eye contact. Sometimes looks at screen or computer. Reading directly from notes with only a little eye contact. 3 points	Slouches and/or does not look at people during the presentation. Turns back on audience most of the time, hides behind computer screen, head is buried in notes. 2-0 points
<b>Elocution</b>	Student uses a clear voice and correct, precise pronunciation of terms so that all audience members can hear presentation. 5 points	Student's voice is clear. Student pronounces most words correctly. Most audience members can hear presentation. May need to work on speed or use of pause words. 4 points	Student's voice is low. Student incorrectly pronounces terms. Audience members have difficulty hearing presentation. They speak too fast or use pause words too much. 3 points	Student mumbles, incorrectly pronounces terms, and speaks too quietly for students in the back of class to hear. 2-0 points
<b>Appearance</b>	Very professional look. 3 points	Casual business attire. 2 points	Casual business attire, but wore sneakers or seemed somewhat wrinkled. 1 point	General attire not appropriate for audience (jeans, t-shirt, shorts). 0 points
<b>Organization</b>	Student presents information in logical, interesting sequence which audience can follow. 5 points	Student presents information in logical sequence which audience can follow. 4 points	Audience has difficulty following presentation because student jumps around. 3 points	Audience cannot understand presentation because there is no sequence of information. 2-0 points
<b>Presentation</b>	Student is clearly prepared. Uses a means to communicate their visual idea power point, drawings models. Effort put in presentation is outstanding and was clearly worked on over time. There are no typos, images are clear and everyone can see from every corner of the room. 7 points	Student is clearly prepared. Presentation is that of outstanding level. May have a typo or two, drawings and models could be a little bigger. But it is still excellent work. 5 points	Student is prepared but could have done more work with more attention to detail. PowerPoint has errors, models and drawings are clearly done last minute or with no effort. 3 points	Student does not explain their ideas efficiently, work is sloppy and put together last minute. 2-0 points
<b>Originality</b>	Presentation shows a large amount of original thought. Ideas are creative and inventive. 5 points	Presentation shows some original thought. Work shows new ideas and insights. 4 points	Uses other people's ideas (giving them credit), but there is little evidence of original thinking. 3 points	Uses other people's ideas, but does not give them credit. 2-0 points