



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.  
Please consult the web for updates that may occur during the year.

### Description: Arts Business Practice

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
BCA	3002	87256	1, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA005
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	109999

### STAFFING

Examiner: Scott Alderdice  
Moderator: Chris Willems

### OTHER REQUISITES

Students are strongly advised to be enrolled in Level 3 of the Bachelor of Creative Arts when enrolling in this course.

### RATIONALE

The modern professional artist requires a sound working knowledge of business practice, industry protocols and the diverse range of government obligations pertaining to their work.

### SYNOPSIS

This course introduces students to procedures for planning, funding, managing and marketing their arts practice.

### OBJECTIVES

On completion of this course students will be able to demonstrate:

1. academic and professional literacy through interpreting and applying the professional and governmental responsibilities appropriate to their practice;
2. organisational and planning skills in developing an industry entry-level competency in pursuing funding and properly managing the commercial outcomes of their practice;
3. creativity and initiative in appraising and modifying a comprehensive business plan for launching a career in the area of their discipline;
4. skills in problem solving in order to develop greater levels of interpersonal and professional development.

## TOPICS

Description	Weighting (%)
1. Business plans and project development	15.00
2. Grant application writing	15.00
3. Basic accountancy and budgets	10.00
4. Business structures and small business management	15.00
5. Government statutory obligations	15.00
5.1. Legals and insurances	
5.2. Intellectual property and copyright	
5.3. Contracts - personnel and commerce	
5.4. Taxation and GST	
6. Marketing	15.00
7. Promotions and delivery modes	15.00

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Website: <http://www.dollarsandsense.com.au/>

Website: [http://www.dtrdi.qld.gov.au/dsdweb/v3/guis/templates/content/gui\\_cue\\_menu.cfm?id=16](http://www.dtrdi.qld.gov.au/dsdweb/v3/guis/templates/content/gui_cue_menu.cfm?id=16)

Website: [http://www.abc.net.au/catapult/basics/basics\\_theidea.htm](http://www.abc.net.au/catapult/basics/basics_theidea.htm)

Website: <http://www.ato.gov.au/>

Website: <http://www.artslaw.com.au/>

Website: <http://www.fuel4arts.com/>

Website: <http://www.artshub.com.au/au/default.asp>

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Jeffrey, T 2006, *Film business: a handbook for producers*, 3rd edn, Allen & Unwin, Crows Nest, NSW.

Jenner, M & Silvester, M 2006, *Workbook to accompany accounting: an introduction*, 3rd edn, Prentice-Hall, Frenchs Forest, NSW.

Summers, J, Gardiner, M, Lamb, G, Hair, J & McDaniel, C 2005, *Essentials of marketing*, 2nd edn, Thompson Learning, South Melbourne, Victoria.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assignments	56.00
Directed Study	39.00
Private Study	70.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
SITUATIONAL ANALYSIS REPORT	100.00	20.00	30 Mar 2009 (see note 1)	All	U2, U3, U8, U9	3, 2, 3, 3
FUNDING APPLICATION	100.00	40.00	18 May 2009 (see note 2)	2	U2, U3, U8, U9	3, 2, 3, 3
BUSINESS STRATEGY	100.00	40.00	15 Jun 2009 (see note 3)	All	U2, U3, U9	3, 2, 3

### NOTES

1. This assessment item is aligned with Objectives 1, 2, 3 and 4.
2. This assessment item is aligned with Objective 2.
3. This assessment item is aligned with Objectives 1, 2, 3 and 4.

## GRADUATE QUALITIES AND SKILLS

Elements of the following Graduate Skills are associated with the successful completion of this course.

Graduate skill assessed	Level assessed
Problem Solving (Skill U2)	Advanced (Level 3)
Academic & Professional Literacy (Skill U3)	Intermediate (Level 2)
Managmt, Planning & Org Skills (Skill U8)	Advanced (Level 3)
Creatvty, Initiative & Entrprse (Skill U9)	Advanced (Level 3)

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:

To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.

- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL  
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred

Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

- 10 Students are strongly advised to maintain regular contact with their supervisor.
- 11 Students will require access to email and have internet access to USQConnect for this course.
- 12 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.