

Applied Arts Division
BUS 051: Managing Your Art Career I
1.5 Credit Course
Fall Term, 2019



COURSE OUTLINE

BUS 051

MANAGING YOUR ART CAREER I

**45 HOURS
1.5 CREDITS**

PREPARED BY: Gabriel Ellis, Instructor
DATE: March 5, 2019

APPROVED BY: Andrew Richardson, Dean, Applied Arts Division
DATE: May 31, 2019

APPROVED BY ACADEMIC COUNCIL: June 19, 2019

RENEWED BY ACADEMIC COUNCIL:



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MANAGING YOUR ART CAREER I

INSTRUCTOR: Gabriel Ellis	OFFICE HOURS: Fridays 10am-12
OFFICE LOCATION: A2303	CLASSROOM: A2315
E-MAIL: gellis@yukoncollege.yk.ca	TIME: 1pm-3:55 pm
TELEPHONE: 867.456.8642	DATES: Sept.4-Dec.18, 2019

COURSE DESCRIPTION

This course focuses on developing the knowledge, skills, and abilities students must have to manage their career as an artist. Students will explore, identify, and reflect on the characteristics, personal skills, qualifications, financial planning, business preparation, and marketing skills needed to compete and be successful in this growing cultural-industries sector (content varies per term). Students will create an art portfolio, professional resume, tri-fold brochure, and business card. There are also group projects which exhibit and market students' finished products.

PREREQUISITES

Enrolment in the Yukon First Nations Arts certificate program

RELATED COURSE REQUIREMENTS

None

EQUIVALENCY OR TRANSFERABILITY

This course is new/newly developed/recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of Academic and Skill Development

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- reflect on personal values and create individual success goals
- apply standards of quality, cost and price to northern First Nation arts and crafts
- create and edit personal branding documents using word processing skills
- perform marketing research
- commercialize and exhibit finished products at different venues and markets
- develop a professional resume and portfolio

COURSE FORMAT

This course will be a total of 45 class hours and will be taught using: “hands-on” learning techniques, small group work projects, class discussions, demonstrations and audio-visual aids.

ASSESSMENTS

Participation

Participation is an essential part of the learning process in this course, because experiential exercises and other activities are such important components of the course.

Assignments

Assignments for this course consist of five main projects which include developing a resume, business card, tri-fold brochure, art portfolio and capstone project.

Tests

There are no tests in this course.

Other

None

EVALUATION

Participation	15%
Project: Share individual success goals	5%
Project: Resume	5%
Project: Business card	5%
Project: Tri-fold brochure	15%
Project: Art portfolio	25%
Project: Capstone Project	30%
Total	100%

REQUIRED TEXTBOOKS AND MATERIALS

Course Binder: The Art of Managing your Career Guide and Guiding Circles an aboriginal guide to finding career paths Step 1: Understanding Yourself.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations:
http://www.yukoncollege.yk.ca//downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a

mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.