

## MODULE/COURSE HANDBOOK

Entrepreneurship								
Module/ Course Title	Student Workload	Credits (ECTS)	Semester	Frequency	Duration			
Entrepreneurship	2 Credits x 16 meetings x 170 / 60 = 90, 6 hours/Semester	2 Credits x 1.59 = 3,18 ECTS	4	16 meetings (include Mid-term Exam and Final Exam)	16 meetings			
1	<b>Type of course</b> <ul style="list-style-type: none"> <li>• Experience</li> <li>• Lecture-Lab</li> <li>• Studio</li> </ul>	<b>Practice Lecture</b> $28,55 \times (2 \text{ Credits} \times 1.59) = 90,79 \text{ hours/Semester}$			<b>Class size</b> 30 students			
2	<b>Prerequisites for participation (if applicable)</b>							
3	<b>Learning outcomes (PLO+CLO)</b> PLO 2 Demonstrate a resilient, collaborative, adaptive, innovative, inclusive, lifelong learning, and entrepreneurial character. PLO 9 Capable of designing, implementing, and developing artistic skills to produce innovative works, media, and learning resources for educational and entrepreneurial purposes.  CLO 1 Students have the skills to develop creative businesses in the fields of fine arts education and fine arts. CLO 2 Students are able to design innovative business models and marketing strategies for fine art products or art-based learning media.							
4	<b>Subject aims/content</b> This course equips students with an understanding of creative business, entrepreneurial skills, and strategies for building and running an art business independently. Students will learn how to develop a sustainable business vision and strategy and turn it into a successful business with a creativepreneurship approach. Learning includes the concept of entrepreneurship, business start-up strategies, funding and sponsorship, building professional networks, self-promotion, and legal aspects of art business. In addition, students will understand negotiation and contract tactics, art business financial management, and digital marketing strategies and internet-based art trading. Students are expected to be able to analyze data with various appropriate methods, both standard and non-standard, in managing art business, and develop the field of art science with an innovative approach. This course also discusses innovations and future trends in the creative industry with a theoretical and practical approach in preparing an applicable business plan that is ready to be implemented in the world of art business.							
5	<b>Teaching methods</b> Interactive lecture, <b>project-based learning</b> , role plays and simulations Guided instruction, project based learning							
6	<b>Assessment methods</b> Project assessment (Design), portfolios of students work, presentation							

	Project assessment, portfolios of students work, written test, quiz
7	<b>This module is used in the following study program/s as well</b> Undergraduate program
8	<b>Module Coordinator</b> Ika Anggun Camelia, M.Pd. Pungki Siregar, S.Pd., M.A.
9	<p><b>Reference</b></p> <p>Major</p> <ol style="list-style-type: none"> <li>1. Gamar, N., &amp; Hida, Y. (2025). <i>Manajemen Kewirausahaan</i>. Pekalongan: Penerbit NEM.</li> <li>2. Mei Ie, S. E., Salampessy, A. P., SE, M. A., Pelupessy, M. M., &amp; SE, M. (2025). <i>Kewirausahaan Digital: Strategi Bisnis di Era Digital</i>. Padang: Takaza Innovatix Labs.</li> <li>3. Sumantri, D. (2025). <i>MEMBANGUN PERILAKU KEWIRAUSAHAAN Panduan Praktis Untuk Pemula</i>. Bandung: Penerbit Widina.</li> <li>4. Niah, N. S. (2025). Buku Kewirausahaan dan Penciptaan Ide-Ide Baru. <i>Books For A Better World</i>, 2(1).</li> <li>5. Abdul Manap, S. E., MM, M., &amp; Atik Sekianti, S. E. (2025). <i>KEWIRAUSAHAAN DAN UMKM ERA DIGITAL</i>. Bekasi: PT KIMHSAFI ALUNG CIPTA.</li> <li>6. Beckman, G. D., &amp; Essig, L. (2012). Arts Entrepreneurship: A Conversation. <i>Artivate</i>, 1(1), 1–8. <a href="https://www.jstor.org/stable/10.34053/artivate.1.1.0001">https://www.jstor.org/stable/10.34053/artivate.1.1.0001</a></li> <li>7. Benzenberg, S., &amp; Tuominiemi, K. (2021). Entrepreneurial Pathways in Art: An Introductory Course for Undergraduate Students in Arts Entrepreneurship. <i>Artivate</i>, 10(1), 1–16. <a href="https://doi.org/10.34053/artivate.10.1.106">https://doi.org/10.34053/artivate.10.1.106</a></li> <li>8. Booth, S. B., &amp; Ragsdale, D. (2017). Perspectives on Arts Entrepreneurship, Part 4. <i>Artivate</i>, 6(1), 3–7. <a href="https://www.jstor.org/stable/10.34053/artivate.6.1.003">https://www.jstor.org/stable/10.34053/artivate.6.1.003</a></li> <li>9. Gartner, W. B., Roberts, J., &amp; Rabideau, M. (2015). Perspectives on Arts Entrepreneurship, Part 2. <i>Artivate</i>, 4(2), 3–9. <a href="https://www.jstor.org/stable/10.34053/artivate.4.2.0003">https://www.jstor.org/stable/10.34053/artivate.4.2.0003</a></li> <li>10. Stam, E. (2008). ENTREPRENEURSHIP AND INNOVATION. In B. Nooteboom &amp; E. Stam (Eds.), <i>Micro-foundations for Innovation Policy</i> (pp. 135–172). Amsterdam University Press. <a href="http://www.jstor.org/stable/j.ctt46mwvr.10">http://www.jstor.org/stable/j.ctt46mwvr.10</a></li> <li>11. Taylor, E. A., Bonin-Rodriguez, P., &amp; Essig, L. (2015). Perspectives on Arts Entrepreneurship, Part 1. <i>Artivate</i>, 4(1), 3–7. <a href="https://www.jstor.org/stable/10.34053/artivate.4.1.0003">https://www.jstor.org/stable/10.34053/artivate.4.1.0003</a></li> <li>12. Toscher, B. (2019). Entrepreneurial Learning in Arts Entrepreneurship Education: A Conceptual Framework. <i>Artivate</i>, 8(1), 3–22. <a href="https://www.jstor.org/stable/10.34053/artivate.8.1.0003">https://www.jstor.org/stable/10.34053/artivate.8.1.0003</a></li> </ol> <p>Minor</p> <ol style="list-style-type: none"> <li>1. Alison Branagan. <i>The Essential Guide to Business for Artists and Designers</i>. A&amp;C Black Publishers. 2011.</li> <li>2. Fran Cox (Ed.). <i>The Artist's Handbook: A Guide to the Business of the Arts</i>. Africa Centre. 2008.</li> <li>3. Mark Casson, Bernard Yeung, Anuradha Basu, Nigel Wadeson. <i>The Oxford Handbook of Entrepreneurship</i>. Oxford University Press. 2008.</li> <li>4. Tim, 2000, Kewirausahaan, UNESA: Surabaya</li> </ol> <p>Link</p> <ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=1lCNN8i-PS8">https://www.youtube.com/watch?v=1lCNN8i-PS8</a></li> <li>2. <a href="https://www.youtube.com/watch?v=1kDjHQ00NpM">https://www.youtube.com/watch?v=1kDjHQ00NpM</a></li> <li>3. <a href="https://www.youtube.com/watch?v=Ihs4VFZWwn4">https://www.youtube.com/watch?v=Ihs4VFZWwn4</a></li> </ol>

