

MODULE/COURSE HANDBOOK

Entrepreneurship						
Module/ Course Title		Student Workload	Credits (ECTS)	Semester	Frequency	Duration
Entrepreneursh ip		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	Type of course <ul style="list-style-type: none">● Experience● Lecture-Lab● Studio		Practice Lecture 28,55 x (2 Credits x 1.59) = 90,79 hours/Semester			Class size 30 students
2	Prerequisites for participation (if applicable)					
3	Learning outcomes (PLO+CLO) 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	Subject aims/content 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	Teaching methods Interactive lecture, project-based learning , role plays and simulations Guided instruction, project based learning					
6	Assessment methods Project assessment (Design), portfolios of students work, presentation					

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

