**Brand Development/Business Development**

**Assessment Tasks and Descriptions**

**Learning Objectives:**

Museums, art galleries, theaters, opera houses, private artists are all institutions. As such they are legal entities who needs to meet legal, economical and organizational requirements to exist and operate within society.

The role of this course is to support students to understand how to develop the business in the world of art, in order to meet those requirements. To quote Woody Allen:” If show business wasn’t a business, it would be called show”.

In this Brand Development module we apply business development technics and processes to the art world. It includes idea filtering, market research, planning, running the daily business operations of art institutions either private or public.

The purpose is to reconcile both disciplines as they potentially have opposing objectives. The former is concerned with the practical aspects of running a business: rational management of resources, keeping expenditure within a budget, pursuing efficiency. The latter is a mean of expression, it carries the authors vision and emotions and is not concerned with profit.

In this course we will try to synchronise these two aspects.

|  |  |
| --- | --- |
| Week | Topic |
| 1 | **Are artists entrepreneurs?**  **„Showbusiness or just a show?”**  What does it mean brand and strategy? What does it mean Business Planning?   * Team forming for the projects * Idea discussion |
| 2 | The foundations**: What are your goals?** What is Business Strategy and business development? - Implementation of the concepts to the practice |
| 3 | **Art as a product**  The Environment 1: macro environment, PESTEL, scenarios, drivers of change   * what is your market you have to operate? |
| 4 | **Art as a product**  The Environment 2: industries, sectors, competitors and markets – Porter 5   * Who are your competitors? |
| 5 | Presentation of the Environmental analyses of the ideas in 15 min |
| 6 | **Positioning – building a brand**  Internal analysis: **what do I have?** 1: SWOT analysis – meeting point of the internal and external environments |
| 7 | **Positioning – building a brand**  Internal analysis: **why I’m better than the others?** 2: Strategic capability, resources and competences – competitive advantage |
| 8 | **Who is my customer?**  The segmentation: where is our place on the market? |
| 9 | **How to sell my product?**  **Communicating who you are. The elevator pitch**  The marketing strategy; marketing mix – 4 vs 7 P’s |
| 10 | **How to find money? Crowdfounding and other sources**  Financial planning: Costs and the Break Even point |
| 11 | **The team** - **how to find partners?** The management and the organisational structure |
| 12 | Presentations |

**Coursework mark : 100%**

**1. 60% Individual Assignment:**

* A **Business Development Plan** written by a team of max 3 members by a given structure based on an own idea or suggested topic.

Although the document is written by the whole team the parts will be graded by the individual contribution indicated by the peer assessment within the group. (An Excel chart will be given for it)

The participants will receive **individual mark**. See the details below pls.

**2. 30% Group Presentation:**

* 30% Group Presentation held by the members (each member has to contribute to it)

**3. 10% Activity in class – see the chart below pls**

**The details of the tasks:**

**1.Individual Assignment 50%:**

**Business Development Plan written by the project teams for individual mark**

**The paper has to be 10 pages long**

* **Has to be written in academic format. Use 12pt font, 2cm margins.**

**Task description:**

A major task of this module is carried out at the team level to encourage effective teamwork however, the aim of assessing individual contribution within the written group assignment is to ascertain individual contribution to the work of the team.

Due to this reason, students will gain **INDIVIDUAL MARK** by their performance within their group which will be indicated on the paper submitted.

* On the first seminar the students have to form teams of max 3 persons. Each team will create a business idea or choose one of the markets offered by the seminar leader. They will work on this and simulate the activities of the enterprises during the semester to understand the market context and analyses which are essential for the brand development process.
* The structure of the Business Development Plan will be given. Students have to follow the instructions of the seminar leader how to work with it.

**2. Team Presentation 30%:**

**Team Presentation:** on the last week the project teams will hold a 15-20 min presentation introducing their business idea. Each member of the teams has to participate in it otherwise he/she will lose 30% of the final mark. See the evaluation grid below.

**Group Presentation evaluation sheet**

***Students’ and the company name*:**

………………………………………………………………………………………………………..

|  |  |  |  |
| --- | --- | --- | --- |
| ***Criterion*** | ***Remarks*** | ***Mark*** | **Weighted Grade** |
| **Demonstrates a good understanding of the concepts and theories learnt.**  ***Appropriate application of the concepts learnt based on the data of the chosen market*** |  | 40% |  |
| ***Ability to explain the findings demonstrating clear evidence of critical thought giving reasons for the success/failure, of the company*** |  | 30% |  |
| ***Topic seriously and conscientiously researched and covered in appropriate depth and detail ;***  ***Information used comes from credible sources. The number and quality of sources is appropriate****.* |  | 15% |  |
| ***Presentation and style proper, creative and businesslike 15%.***  ***Handling questions professionally.*** |  | 15% |  |
| **Total** |  | **100%** |  |

**3. Class contribution 10%:**

**Assessment Grid for Class Contribution Scores**

|  |  |
| --- | --- |
| **Class Contribution** | **Score (%)** |
| **Always** contributes quality thoughts,ideas and questions | **90 - 100** |
| **Often** contributes quality thoughts,ideas and questions | **70 - 89** |
| **Occasionally** contributes quality thoughts,ideas and questions | **50 - 69** |
| **Rarely** contributes quality thoughts,ideas and questions | **30 - 49** |
| **Never** contributes quality thoughts,ideas and questions | **0 - 29** |