

BE: Business Enterprise

BE 261 — Starting a Small Business

3 credits; 3 lecture hours

Investigates the problems and challenges of opening and managing a small business. Emphasis is placed on analysis of financial statements and on developing a business plan.

BE 402 — The Business of Illustration

1 credit; 1 lecture hour

Students learn the business side of an illustration career. Potential markets for illustration are examined, marketing techniques are explored, and legal issues are studied. Key aspects of financial management, including record keeping and tax planning, are covered.

BE 403 — The Artist in the Marketplace

3 credits; 3 lecture hours

Basic business practices relevant to fine artists are presented. Issues in intellectual property and contract law are discussed. Students research potential markets for fine arts and explore pertinent marketing techniques.

BE 404 — Business for Visual Presentation

2 credits; 2 lecture hours

This course is an introduction to key business principles for Visual Presentation and Exhibition Design majors. Topics covered include work scenarios, freelancing, contract work, and subcontract work. Students are introduced to the important legal issues associated with establishing a sole proprietorship, limited liability company, or partnership.