Course Syllabus

Code - Course Title	**GTÜ315 - Entrepreneurship and Workshop Management**
Course Type	V. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ARAŞ. GÖR. UMUT SUNKAR

Mode of Delivery	The mode of delivery of this course is Face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of entrepreneurship, entrepreneurial traits and business models in the art sector	
Week - 2		Independent art studio establishment processes and basic feasibility studies	
Week - 3		Starting your own business: Business plan and business model canvas preparation	
Week - 4		Art market dynamics, market research and target audience analysis	
Week - 5		Studio management: Space planning, material procurement, and stock control	
Week - 6		Branding in art, artist portfolio and creating corporate identity	
Week - 7		Midterm Exam (Practice/Business Plan Presentation)	
Week - 8		Financial management: Cost calculation, budgeting, and artwork pricing strategies	
Week - 9		Fundraising, grant programs (KOSGEB, etc.), and sponsorship for culture and art projects	
Week - 10		E-commerce, digital marketing, and social media management in art	
Week - 11		Relations with art galleries, auctions, fairs, and collectors (Networking)	
Week - 12		Occupational health and safety practices and risk analysis in studios	
Week - 13		Customer relationship and communication strategies for freelance artists	
Week - 14		End of term presentation and evaluation of studio management and entrepreneurship projects	

Learning Outcomes

#	Learning Outcome
1	Plans the business plan and feasibility processes required to establish an independent studio or enterprise in the arts sector.
2	Conducts cost analyses of traditional artworks produced and develops competitive pricing strategies in accordance with market dynamics.
3	Researches and develops projects by identifying appropriate funding, grants (e.g., KOSGEB, the Ministry of Culture and Tourism), and sponsorship opportunities for cultural and artistic productions.
4	Applies production planning, inventory control, and occupational health and safety principles in the management of an art studio.
5	Establishes professional networks within the art ecosystem (e.g., galleries, art fairs, and collectors) by effectively using digital marketing, e-commerce, and communication tools.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.