

TH360 The Art of Entrepreneurship: Pipe Dreams Studio Theatre

Mon/Wed 2-2:50 p.m.

Lab: As Scheduled

The Hub

Instructor: William "B.J." Warren
Office: ADM-Scovill 107A
217-424-6267
Hours by Appointment
E-mail: wwarren@millikin.edu
Cell: 217-201-2966

Course Description:

Students enrolled in TH360 are the Artistic and Production Teams of Pipe Dreams Studio Theatre, Millikin's student-run theatre company. Teams meet weekly to establish goals, set timelines, and execute plans in addition to presenting a monthly report to Pipe Dreams' Board. Emphasis will be placed on concept and business development, programming, and marketing/branding.

Course Objectives:

Upon successful completion of this course, students will be able to:

- Describe the relationship between programming and finance
- Segment markets and define Pipe Dreams' value proposition
- Recognize business opportunities, assess risk, and manage resources
- Identify their passion, skills, and potential for success as an owner or manager

Department of Theatre & Dance Objectives:

The five central goals of the Department of Theatre and Dance are to engage in **analytical** learning, **technical** learning, **collaborative** learning, **professional** learning, and the pursuit of a **life of meaning and value**. This course will focus on **Collaboration**, **Analysis**, and **Professionalism** while incorporating technique and furthering the pursuit for a personal life of meaning and value.

Course Requirements:

Lab Hours (100 points)

All students are expected to spend a **minimum of two hours per week** at Pipe Dreams Studio Theatre or the Theatre's office in The Hub. In addition, students are required to work a **minimum of 12/24 performances**. Hour logs will be turned in at midterm and at the end of semester. Grading will be based on team member and instructor evaluations.

Board Meetings (300 points)

Each team will complete a written report and give an oral presentation once a month to Pipe Dreams Studio Theatre's Board. Guidelines for the formal presentation and written report will be distributed later in the semester.

Goals (200 points)

At the start of the semester, each team member will establish goals and timelines for the semester. 20% of the final grade will be based on achievement of these goals.

Team and Production Meetings (100 points)

When students are not presenting a board report or in seminar, they will be holding team and production meetings.

Team members will provide a verbal report on progress of goals each week. The report must include:

- Clear, detailed, and developed *statement of objectives* for upcoming week and semester
- Specific *timeline(s)*, with deadlines, for obtaining the stated objectives
- *Progress reports* on previous objectives
- *New Issues/Team Concerns*
- *Additional Information* (such as upcoming events)

Coming prepared to each meeting will ensure that all pertinent information can be shared and time will remain to discuss action items.

Portfolio (150 points)

Each team member will keep a detailed record of their work throughout the semester to compile an Ownership Portfolio. The portfolio will include a written representation of the student's work as well as a video detailing their progress. Guidelines for the portfolio will be distributed later in the semester.

Annual Report (150 points)

Students will develop an annual report for Pipe Dreams Studio Theatre. Grading will be based on individual and team contributions. Guidelines for the report will be distributed later in the semester.

Exams

There will be no exams in this course.

Grading

Board Reports (3 at 100 points each)	300
Ownership Portfolio	150
Annual Report	150
Meeting of Goals	200
Lab Evaluations	100
Team Meetings/Participation	<u>100</u>
	1000

Total points divided by 10 will designate the final letter grade using the following scale:

		A	94-100	A-	90-93
B +	88-89	B	84-87	B-	80-83
C+	78-79	C	74-77	C-	70-73
D+	66-69	D	61-65	F	60 or below

Expectations and Assignments

Students will be expected to complete all assignments, arrive to team meetings on time, present prepared materials in a professional manner, and remain active and engaged in the pursuit of established goals. In the event of an absence, team members are to send reports along so that their business can be addressed in the group setting, and they are to follow up on missed information or possible assigned tasks for the week.

Written Reports

Spelling, grammar, and composition are all vital for professional success. In addition, giving credit to others for their work through references is crucial to building credibility and personal integrity. Plagiarism will not be taken lightly; *all* team members will receive 0 points on their written paper if someone plagiarizes. No late assignments will be accepted.

No hand written assignments will be accepted. All papers, projects, and reflection pieces should be typed utilizing no smaller or larger than Times New Roman size 12 or Calibri size 11 fonts. Please use 1" margins. All reports should be single-spaced and include page numbers. Professional appearance is a must; utilize bullets, numbering, and other tools to clarify your message. Specificity is important.

Attendance

Due to the discussion based format of this course, class attendance is mandatory. Only one unexcused absence is allowed. All absences beyond one will lower the final letter grade by half a grade. For example, if you are earning an A, you will receive an A- with two unexcused absences. If you plan not to attend class, you must notify the professor with-in 24 hours. Excused absences will require a doctor's note or special approval from the professor.

Moodle

Students may check their progress in the course through grade postings on Moodle. In addition, changes to the course schedule, project guidelines, and other important information will be updated on a weekly basis. Students are expected to regularly check the Moodle site for these updates.

Academic Alert System

Students who exhibit poor class attendance, insufficient performance on class assignments, or low project scores may receive an academic alert notice through MUOnline. A copy of this notice will also be sent to the student's advisor. The instructor may contact the student to meet and discuss their performance. This alert is to assist students in remedying their weaknesses and will not appear on any record.

Writing Center

Students who are struggling with the written portion of their projects are encouraged to visit the Staley Library Writing Center. Appointments must be made in advance.

Academic Dishonesty Policy

All students are expected to uphold professional standards for academic honesty and integrity in their research, writing, and related performances. Academic honesty is the standard we expect from all students. Read the Student Handbook for further details about offenses involving academic integrity at: <http://www.millikin.edu/handbook/>. Staley Library also hosts a web site on Preventing Plagiarism, which includes the complete university policy. It is located at: <http://www.millikin.edu/staley/services/instruction/Pages/plagiarism-faculty.aspx>. Visit and carefully read the Preventing Plagiarism web site.

The Faculty has the right and the responsibility to hold students to high ethical standards in conduct and in works performed, as befits a scholar at the university. Faculty members have the responsibility to investigate all suspected breaches of academic integrity that arise in their courses. They will make the determination as to whether the student violated the Academic Integrity Policy. Should the faculty member determine that the violation was intentional and egregious, he or she will decide the

consequences, taking into account the severity and circumstances surrounding the violation, and will inform the student in writing, forwarding a copy of the letter to the Registrar and to the Dean of Student Development.

This letter will be destroyed when the student graduates from the University unless a second breach of integrity occurs, or unless the first instance is of sufficient magnitude to result in failure of the course, with an attendant XF grade recorded in the transcript. If an XF is assigned for the course, the faculty letter of explanation becomes a permanent part of the student's record. If a second violation occurs subsequent to the first breach of integrity, the Dean of Student Development will begin disciplinary and judicial processes of the University, as outlined in the Student Handbook.

If a student receives an XF for a course due to academic dishonesty, this remains as a permanent grade and cannot be removed from the transcript. However, students may repeat the course for credit toward graduation. Some programs and majors have more explicit ethical standards, which supersede this Policy, and violation of which may result in dismissal from some programs or majors within the University. If you have difficulty with any assignment in this course, please see me rather than consider academic dishonesty.

Special Accommodations

Please address any special needs or special accommodations with the professor at the beginning of the semester or as soon as you become aware of your needs. If you are seeking classroom accommodations under the Americans with Disabilities Act, you should submit your documentation to the Office of Student Success at Millikin University, currently located in Staley Library 014.

Non-Discrimination Policy

No person shall, on the basis of race, color, sex, age, handicap, national or ethnic origin, sexual orientation, or gender identity, be subjected to discrimination in this course. Working effectively in teams is essential to your success in this course and you are expected to treat everyone on your team with respect and in a professional manner.

Cell-phones and Laptops

Cell phones should not be used during class time unless specifically included in a classroom activity. Laptops may be used as long as they add to the class discussion or are utilized for notes; if they become distractions for your fellow classmates, they will not be allowed. Cell phones and laptops will not be permitted during student presentations.

TH360 Course Schedule*

		Topic/Presentation (AT- Artistic, PT- Production)	Time	Projects Due
Monday	1/24	Semester Objectives	2-2:50	
Wednesday	1/26	Budget & Pricing	2-2:50	
Sunday	1/30	PD Retreat	10-4:00	Timelines Budget Worksheets
Monday	1/31	AT- Script Selection PT- Theatre as a Business (Value Prop)	2-2:50	
Wednesday	2/2	AT/PT- Launch Party Meeting (Separate)	2-2:50	
Thursday	2/3	Launch Party	9:00	
Saturday	2/5	AT Only- Creative Team Selection	TBD	
Monday	2/7	Audience Development	2-2:50	
Wednesday	2/8	AT- 21 st Century Production Meeting PT- Rappacini's Production Meeting	2-2:50	
<i>Friday</i>	<i>2/11</i>	<i>Theatre Admin: What can I do?</i>	<i>3-5:00</i>	
Saturday-Sunday	2/12-2/13	Rappacini's Daughter	8:00 2/8:00	
Monday	2/14	Marketing	2-2:50	
Wednesday	2/16	Budget Review #1	2-2:50	Sales Review #1
Monday	2/21	AT- SEA Conference/21 st Century Prod Meeting PT- Cheated Production Meeting	2-2:50	
Tuesday	2/22	Board Meeting	8-9:15a	Board Report #1
Wednesday	2/23	NO CLASS (Board Meeting Redirect)		
Thursday	2/24	Cheated	9/11:00	
<i>Friday-Saturday</i>	<i>2/25-2/26</i>	<i>SEA Conference (Lisle, IL)</i>		
Monday	2/28	AT- 21 st Century Production Meeting PT- PD Series Production Meeting	2-2:50	
<i>Wednesday</i>	<i>3/2</i>	<i>Career Fair</i>	<i>1-3:30</i>	<i>EC: Reflection</i>
Thursday	3/3	PD Series	9/11:00	
Monday	3/7	AT- 21 st Century Production Meeting PT- Cheated Production Meeting	2-2:50	
Wednesday	3/9	SWOT Analysis/Mid-term Review	2-2:50	
Thursday	3/10	Cheated	9/11:00	
Monday	3/14	NO CLASS- Spring Break		
Wednesday	3/16	NO CLASS- Spring Break		
Monday	3/21	AT- 21 st Century Production Meeting PT- PD Series Production Meeting	2-2:50	
Tuesday	3/22	Board Meeting	8-9:15a	Board Report #2
Wednesday	3/23	NO CLASS (Board Meeting Redirect)		
Thursday	3/24	PD Series	9/11:00	
Friday	3/25	Mark Twain Event at DAAC	5-8:00	
Monday	3/28	AT- 21 st Century Production Meeting PT- Cheated Production Meeting	2-2:50	
Wednesday	3/30	Budget Review #2	2-2:50	Sales Review #2

Thursday	3/31	Cheated	9/11:00	
Monday	4/4	AT- 21 st Century Production Meeting PT- PD Series Production Meeting	2-2:50	
Wednesday	4/6	Trends in the Arts	2-2:50	
Thursday	4/7	PD Series	9/11:00	
Friday- Saturday	4/8- 9	21st Century Work <i>Entrepreneurship Symposium</i>	8:00	
Saturday	4/9	Sibs Weekend Spring Fest		
Monday	4/11	AT- 21 st Century Production Updates PT- Cheated Production Meeting	2-2:50	
Wednesday	4/13	NO CLASS		
Thursday	4/14	Cheated	9/11:00	
Friday- Saturday	4/15- 16	21st Century Work	8:00	
Monday	4/18	AT- Post Mort PT- PD Series Production Meeting	2-2:50	
Tuesday	4/19	Board Meeting	8-9:15a	Board Report #3
Wednesday	4/20	NO CLASS (Board Meeting Redirect)		
Thursday	4/21	PD Series	9/11:00	
Monday	4/25	NO CLASS- Easter Break		
Wednesday	4/27	Celebrations of Scholarship Prep	2-2:50	
Friday	4/29	Celebrations of Scholarship		Presentation
Monday	5/2	Budget Review #3	2-2:50	Sales Review #3
Wednesday	5/4	Spring 2011 Calendar	2-2:50	
Monday	5/9	TBA	2-2:50	
Wednesday	5/11	TBA	2-2:50	Course Reflection

*Dates, projects, and topics subject to change. Additional worksheets/reflections may be added.
Changes will be posted on Moodle.

PD Artistic Team Interviews 3/28-4/1 or 4/4-4/8

Team/Group Member Evaluation Form (Rubric)

Group: _____ Your name: _____ Date: _____

Rate each person in your team/group (including yourself) on the criteria indicated, using a scale of 0-10.
(0 = unsatisfactory, 10 = superior)

Criteria	Team Member (Name)				
Participation, attendance at team meetings					
Quality of work, carefulness, depth of thinking					
Completion of assigned work within schedule, dependability					
Amount of work and effort					
Leadership in organizing and motivating group members					
Group maintenance – concern for other members					
Resourcefulness, innovation, imagination, creativity					
Communication of thoughts, ideas, and concepts					
Knowledge/understanding of the task/processes, etc.					
Individual's overall value and contribution to the group					
Team Member Rating					

Please complete the back side of this form

Rank all members of your group by placing them in the categories below (Include yourself)

Top performers

Average performers
(This may still be very good
performance)

Lower performers
(This may still be acceptable
or good work)

Briefly list your own contributions to the project

Provide any other comments which will help in evaluation of the group and its members. Provide specific details regarding what each group member did or did not do to justify your ratings and rankings.

Pipe Dreams Studio Theatre Lab Hour Activity Form

Name: _____

[illegible]