

School of Academic and Skill Development

CRN #10276

BUS 051

MANAGING YOUR ART CAREER I



Fall 2026

1.5 CREDITS

Course Outline

INSTRUCTOR	Gabriel Ellis	OFFICE HOURS	Mondays 3-4PM
OFFICE	A2303	CLASSROOM	A2305
E-MAIL	gellis@yukonu.ca	CLASS TIME	1pm-4 pm, Thurs Sept.3-Dec.10, 2026
TELEPHONE	867-4568642	CRN	#10276
Liberal Arts office: Ayamdigut Campus A2501, asd@yukonu.ca, 867-668-8770			

COURSE DESCRIPTION

This course focuses on developing the knowledge, skills, and abilities students must have to manage their career as an artist. Students will explore, identify, and reflect on the characteristics, personal skills, qualifications, financial planning, business preparation, and marketing skills needed to compete and be successful in this growing cultural-industries sector (content varies per term). Students will create an art portfolio, professional resume, tri-fold brochure, and business card. There are also group projects which exhibit and market students' finished products.

COURSE REQUIREMENTS

Prerequisite(s):

Enrolment in the Yukon First Nations Arts certificate program

EQUIVALENCY OR TRANSFERABILITY

This course is new/newly developed/recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of Academic and Skill Development

LEARNING OUTCOMES

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

- reflect on personal values and create individual success goals
- apply standards of quality, cost and price to northern First Nation arts and crafts
- create and edit personal branding documents using word processing skills
- perform marketing research
- commercialize and exhibit finished products at different venues and markets
- develop a professional resume and portfolio

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

COURSE FORMAT

Delivery format

This course will be a total of 45 class hours and will be taught using: “hands-on” learning techniques, small group work projects, class discussions, demonstrations and audio-visual aids.

EVALUATION

ASSESSMENTS:

Participation

Participation is an essential part of the learning process in this course, because experiential exercises and other activities are such important components of the course.

Assignments

Assignments for this course consist of six main projects which include developing a vision board, art portfolio, business cards, artist bio, resume, and capstone project.

Tests

There are no tests in this course.

EVALUATION:

Participation	15%
Vision Board	15%
Portfolio	20%
Business Cards	5%
Artist Bio	15%
Resume	5%
Capstone	25%
Total	100%

The passing mark for the course is 50%.

TEXTBOOKS & LEARNING MATERIALS

None

Required Supplies

None

COURSE WITHDRAWAL INFORMATION

Students may officially withdraw from a course or program without academic penalty up until two-thirds of the course contact hours have been completed. Specific withdrawal dates vary, and students should become familiar with the withdrawal dates of their program. See withdrawal information at www.yukonu.ca/admissions/money-matters

Refer to the YukonU website for important dates: www.yukonu.ca/admissions/important-dates

Refunds may be available. See the Refund policy and procedures at www.yukonu.ca/admissions/money-matters

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures (updated bi-annually) for further details about academic standing, and student rights and responsibilities: www.yukonu.ca/policies/academic-regulations

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website at www.yukonu.ca/policies/academic-regulations)

It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Week	Topic
1	Introduction and team building
2	DOPE: Personality test
3	Personal entrepreneurial characteristics
4	Vision Board
5	Mapping out Your Vision, Your Values, Your Goals
6	The Journey Starts with You! – A Look Within
7	Navigating the Regulatory Road Map
8	Vision Board
9	Market Opportunities – Creating Your Plan
10	The Art of Self-Promotion
11	First Nation Artist Guest Speakers
12	Art Portfolio
13	Business cards/Artist Bio
14	Resume
15	Capstone Project