

PH 4100 - PROFESSIONAL PRACTICES: BUSINESS

Credits: 3

In this senior-level course, students learn to apply the logistics of business operations in the photographic industry. Important components of the course include industry overviews, identifying career paths, design and negotiation of contracts, client development, and business management. Upon successful completion of this course, students will research photographic industry standards and write a business plan that demonstrates their knowledge of professionalism and its application in the industry.

Prerequisites: PH 3500 - Project Development Portfolio

Notes: The textbook ASMP Professional Business Practices in Photography is also used in PH3150.

| Course Learning Outcomes: | Exceeding | Meeting | Developing | Not meeting | Program Outcomes | Institutional Outcomes |
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| Identify the four basic business structure formats. | Student's work demonstrates synthesis of the four basic business structure formats. | Student's work identifies and applies the four basic business structure formats. | Student's work implies the four basic business structure formats. | Student's work does not identify and apply the four basic business structure formats. | PH4, PH5, PH6 | Communication Competence, Critical Thinking, Cultural Competence |
| Identify appropriate professional organizations and creative communities to participate in. | The student has researched and provided evidence that they have joined an appropriate professional organization/creative community to participate in. | The student has identified an appropriate professional organization/creative community to participate in. | The student has implied a developing understanding that professional organizations and creative communities exist but has not indicated how they might participate. | The student has failed to identify an appropriate professional organization/creative community to participate in. | PH1, PH2, PH3 | Design Competence, Cultural Competence, Critical Thinking, Communication Competence |
| Create assignment estimates, invoices, and contracts. | Student has formulated detailed assignment estimates, invoices, contracts on par with professional standards. | Student has created assignment estimates, invoices, contracts. | Student has produced developing assignment estimates, invoices, contracts. | Student has not created assignment estimates, invoices, contracts. | PH4, PH5, PH6 | Communication Competence, Critical Thinking, Cultural Competence |
| Apply accounting practices to a relevant business model. | Student has shown evidence that they can apply accounting practices to a business model in the form of expense reporting, taxes, record keeping, etc. All evidence is of exceptional quality and detail. | Student has shown evidence that they can apply accounting practices to a business model in the form of expense reporting, taxes, record keeping, etc. | Student has shown minimal evidence that implies a developing understanding accounting practices to a business model. | Student has failed to show evidence that they can apply accounting practices to a business model. | PH4, PH5 | Communication Competence |
| Create a well-developed draft business plan. | Student has synthesized the components of, and produced a well developed practical business plan ready for professional use. | Student has created a well developed draft business plan. | Student has named components of, and developed a rough draft of document that implies a business plan. | Student has not identified the components of, and has not created a draft business plan. | PH4, PH5, PH6 | Communication Competence, Critical Thinking, Cultural Competence |