



**DAG**  
MODERN

# YWLP INDIA & DAG MODERN PRESENT

**THE BUSINESS OF**

# ART

AN 8-WEEK COURSE STARTING FEBRUARY 23<sup>RD</sup>  
ON THE BUSINESS AND AESTHETICS OF ART

For more information, contact: [neerajb@inbuss.com](mailto:neerajb@inbuss.com) (9810722448) • [abhishekg@inbuss.com](mailto:abhishekg@inbuss.com) (9971535999)



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## WHO IS THIS COURSE MEANT FOR?

THE BUSINESS OF  
**ART**

- Family Office
- Members of Media
- Existing Art Collectors
- Aspiring Art Collectors
- Professionals In Private Banking
- HNI's Wanting To Diversify Their Portfolio
- Someone Who Wants To Start An Art Gallery
- Someone Who Wants To Start An Auction House
- Existing & Aspiring Artists and Art Students (BFA|MFA)



## **DYNAMICS OF THE ART BUSINESS: 10 Sessions**

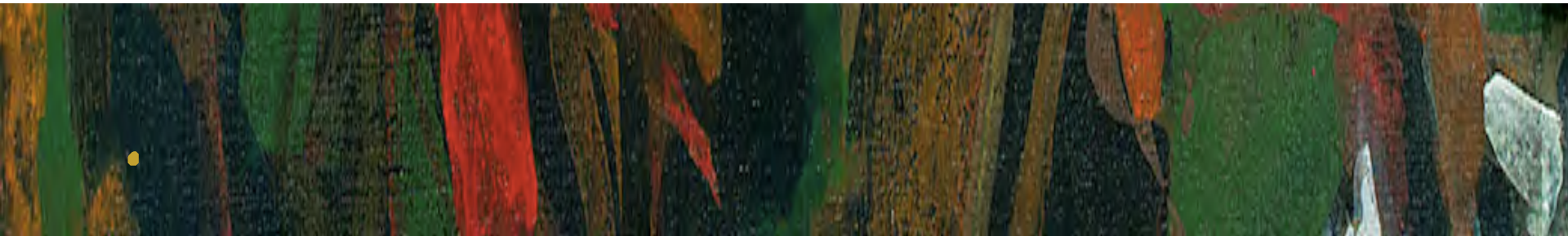
- **ART & BUSINESS**
  - Art Gallery
  - Auction House
  - Art Collection Cum Gallery
- **BUSINESS FRAMEWORK**
  - SWOT Analysis
  - Market Sizing Exercise
  - Business Plan And Key Rubrics
- **DE-RISKING & OTHER KEY ISSUES**
  - Reducing Inventory Risks
  - Minimizing Sunk & Fixed Costs
- **ART AS AN ASSET CLASS**





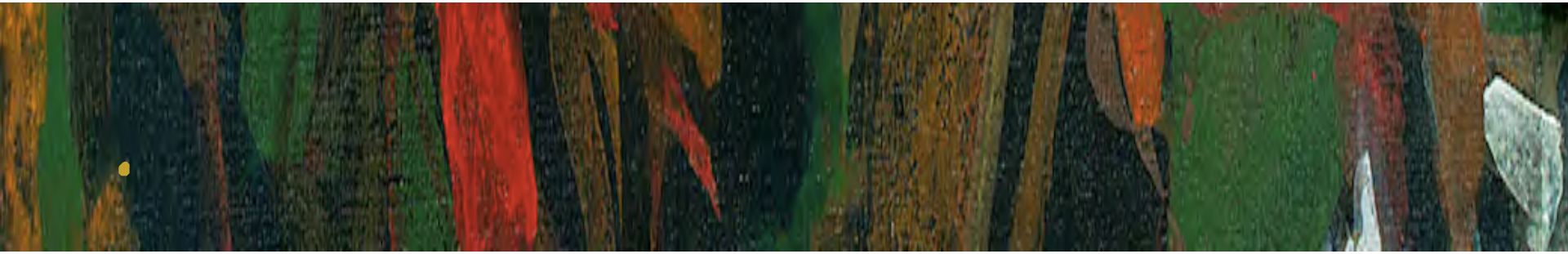
## **FINANCIAL MANAGEMENT FOR ART ENTERPRISES: 7 Sessions**

- **INCOME STATEMENT**
  - Key Financial Heads
  - Key Fixed Costs
  - Key Variable Costs
- **BALANCE SHEET**
  - Key Financial Heads
  - Long Term Assets & Liabilities
  - Working Capital Management
- **ACCOUNTING FOR ART**
  - Inventory Accounting
  - Direct & Indirect Costs
  - Basic Costing Exercises in Different Models
  - Achieving Break Even Point
  - Depreciation & Amortization



## **MARKETING MANAGEMENT FOR ART ENTERPRISES: 8 Sessions**

- **MARKETING FRAMEWORK FOR ART ENTERPRISES**
  - 4 P's Of Marketing
  - Market Gap & Positioning
  - Product Positioning & Differentiation
  - Need & Benefit Analysis For Art
  - Online Selling & Business Initiatives
- **DNA OF THE BRAND**
  - Emotive Appeal Of Art
  - Maslow's Hierarchical Pyramid



## **DIGITAL & BUZZ MARKETING FOR ART ENTERPRISES: 5 Sessions**

- **BUZZ MARKETING & PR**
  - Buzz & WOM Marketing
  - Leveraging Hubs | Bloggers
  - The Role of PR Firms
- **DIGITAL MARKETING**
  - Key Metrics
  - Instagram & Facebook Management
  - Online Reputation Management
  - Web Analytics



## A BRIEF HISTORY OF INDIAN ART: 8 Sessions

- **INDIAN MODERN ART**
  - Genesis, Periods & Movements
  - Early Modernists
  - Pre-Modern Art
  - Modern v Contemporary
- **BENGAL SCHOOL AND ITS SIGNIFICANCE**
- **PROGRESSIVE ARTISTS' GROUP**
- **OTHER GROUPS AND MOVEMENTS**
  - Baroda School
  - Cholamandala
  - Silpi-Chakra
  - Neo-Tantra

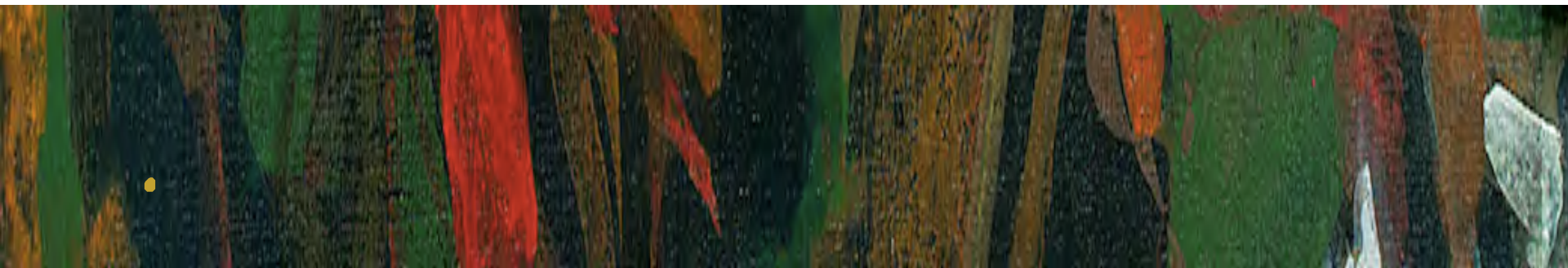




## **A PEEP INTO WESTERN ART: 2 Session**

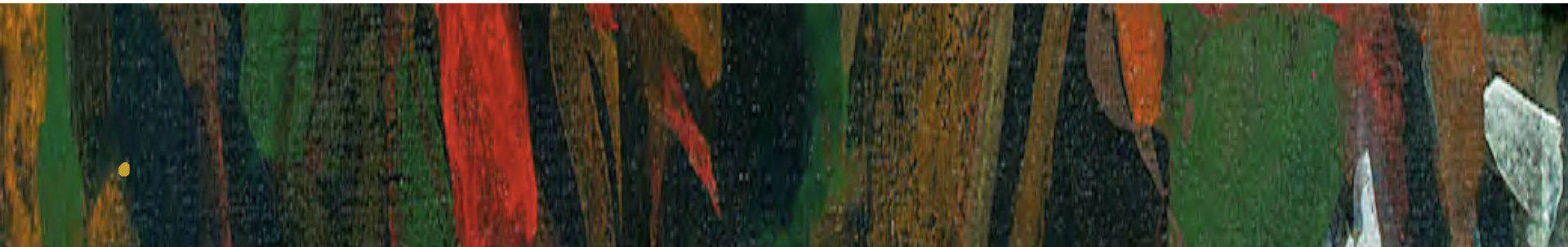
- **ART MOVEMENTS**
  - Western Impressionism
  - Parallels / Interpretation for Indian Art
- **MEDIUMS OF ART**
  - Understanding Video Art
  - Installations
  - Performance Art





## **AN EXPERIENTIAL FRAMEWORK ON COLLECTING ART: 5 Sessions**

- **KEY COMPONENTS | PLAYERS IN THE ART MARKET**
  - Art Galleries
  - Auction Houses
  - Art Fairs and Museums
  - Relative Sizing Indian Vs. Chinese & Western Art
- **HOW TO START COLLECTING**
  - How to Start Your Collection
  - Walk-Through Significant Collections
  - Visits to Private & Public Museums
  - Aesthetics of Art, Appreciation and Curation
- **VISIT TO ARTIST'S / SCULPTOR'S STUDIO**
- **IMPORTANCE OF ART FAIRS**



## **ART DYNAMICS & LOGISTICS: 3 Sessions**

- **THE LAW IN ART**
  - Copyright of Images
  - Intellectual Property
- **RESTORATION**
  - Visit to a Restoration Studio
- **MOUNTING AN EXHIBITION/DISPLAY OF ART**
  - Booth Design & Lighting
  - Framing & Storage



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## FACULTY

THE BUSINESS OF  
**ART**



**Neeraj Batra**  
Chairman & Founder  
YWLP INDIA  
IIM Ahmedabad  
*New Venture Planning*



**Gayatri Sinha**  
Founder  
Critical Collective  
*Critic, Curator & Art Writer*



**Roobina Karode**  
Director  
Kiran Nadar Museum of Art  
*Art Teacher, Writer & Curator*



**Ankur Warikoo**  
CEO, Asia Pacific EC  
GROUPON Inc.  
ISB Hyderabad  
*Digital Marketing*



**Rima Gupta**  
Co-Founder  
Roads Ahead Consulting  
IIM-Calcutta  
*Marketing.*



**Kishore Singh**  
Head of Publications & Exhibitions  
DAG Modern  
*Columnist, Editor, Writer on Art & Oral History*





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## FACULTY

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**Minal Vazirani**  
Co-Founder & Director  
Saffronart  
UCLA & Insead



**Nitender Dhillon**  
Professor IIMs & XLRI  
Management Trainer  
FPM(PhD) IIM Ahmedabad  
*Financial Frameworks*



**Nitish Rai Gupta**  
CEO, Asia Pacific EC  
GROUPON Inc.  
ISB Hyderabad  
*Digital Marketing*



**Priya Khanna**  
Art Life Restoration Studio  
India's Top Restorer  
National Museum Institute  
*Visit to a Restoration Studio*



**Rafiq Kidwai**  
Full-time Consultant  
DAG Modern  
School of Planning & Architecture



**Abhishek Goyal**  
Associate Partner  
Startup Equity Partners  
University of Virginia  
*Valuation & Stock Investing*

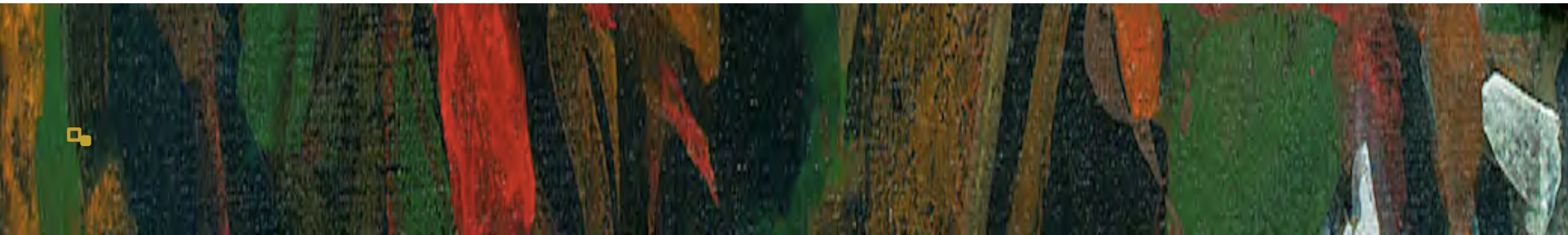




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**PEDAGOGY AND EXPERIENTIAL LEARNING**

**THE BUSINESS OF  
ART**



- Faculty For Business Modules By Alumni From IIMs | ISB Hyderabad
- Faculty For Art Heads Of Leading Gallery & Auction Houses Heads
- Visits To NGMA, Leading Galleries & Important Collectors
- Highly Visual Experience Using Films & Images For Better Assimilation
- Key Experience Around India Art Fair In January
- Visit And Talk At The Kiran Nadar Museum
- Three Sessions Per Day. Two Days A Week For 8 Weeks
- Timings 11 am to 2:30 pm (Tuesdays and Thursdays)

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THE BUSINESS OF  
**ART**

*This is to certify that*

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*has successfully completed the*  
**Business of Art Program**  
*during the Academic Year* \_\_\_\_\_



*Neeraj Bhatnagar*  
Chairman & Founder  
YWLP India

*Shikshu Sharma*  
Founder & Director  
DAG Modern