

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		04-53	Apr 4/19/05	Apr 4/26/05

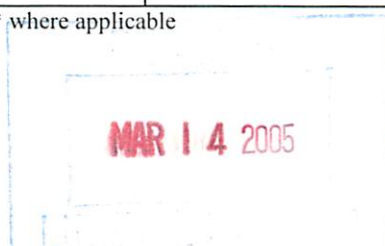
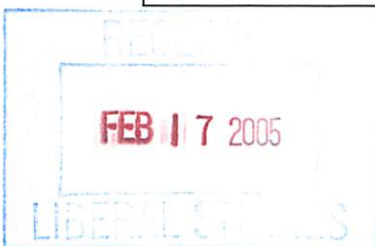
Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Management	Phone 724-357-5912

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input checked="" type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change		
		MGMT 450 Case Studies in Arts Management
<u>Current</u> Course prefix, number and full title		<u>Proposed</u> course prefix, number and full title, if changing
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.		
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Other		
<u>Current</u> program name		<u>Proposed</u> program name, if changing
4. Approvals		
Department Curriculum Committee Chair(s)	<i>Joette Wisnieski</i>	2/7/05
Department Chair(s)	<i>Proctor B. D.</i>	2/8/05
College Curriculum Committee Chair	<i>Debra Wilkie</i>	2/9/05
College Dean	<i>Robert C. Lang</i>	2/15/05
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	4-19-05

* where applicable



II. Description of Curriculum Change

1. Syllabus of Record

The syllabus of Record is attached—Appendix A

2. Course Analysis Questionnaire

Section A: Details of the course

A1. This course will provide a culminating experience for fine arts students in the Entrepreneurship Minor for fine arts students. There are no courses in the college's curriculum that will do this. This course will allow them to apply the business principles they have been learning to real life arts management problems.

A2. No existing courses nor requirements will be affected by this new course.

A3. This course has never been offered at IUP.

A4. This course will not be dual listed.

A5. This course will not be taken for variable credit.

A6. Following is a partial list of other four-year accredited institutions that offer a similar course for arts management students.

College of Charleston, School of the Arts
Northern Arizona University
University of Kentucky

A7. To my knowledge, there are no accrediting or professional requirements being met.

Section B: Interdisciplinary Implications

B1. This course will only be taught by management faculty.

B2. This course was jointly developed with several faculty from the College of Fine Arts as their students will be the primary group served by this course. There is no other course anywhere at IUP.

B3. This course will not be cross-listed with other departments.

B4. Seats will be made available to students in the School of Continuing Ed.

Section C: Implementation

C1: Two faculty in the management department are currently receiving an editorial release to edit a journal. This journal is transferring this year to another institution so those faculty will be teaching two additional sections of a management course allowing us to add a section for this course. Faculty resources are adequate.

C2: Resources

There is adequate space in the Eberly building to accommodate this course. No special equipment or laboratory space is needed. The library resources are adequate. No travel funds are needed.

C3. None of the resources to teach this course are funded by a grant.

C4. This course will be offered once a year. Summer offerings would be based on achieving adequate enrollment.

C5. There will be no more than one section offered in a semester.

C6. Each section can accommodate up to 45 students. This is the number of the average size classroom in Eberly.

C7. I am not aware of any professional society recommendations for enrollment limits or other parameters for this course.

C8. This course is not intended for distance education delivery but could easily be adapted in the future if student and program needs change.

Appendix A

Syllabus of Record

I. Catalog Description

MGMT 450 : Case Studies in Arts Management (3c-01-3cr)

Prerequisites: minimum of 60 credits, MKTG 311 or MKTG 320

Catalog Course Description:

A capstone case analysis course designed to give the student practice in applying business theories to the solution of arts management problems. Utilizing the latest management theories, this course will look at the practical problems of applying business principles to arts related businesses and organizations. Through case study analysis, the students will focus on the everyday problems that managers face and help students discover solutions.

Course Objectives:

The student will be able to:

1. Explain aspects of contemporary management problems as they relate to managing arts businesses.
2. Analyze and discuss issues facing businesses related to fine arts in the United States
3. Demonstrate the students' skills in analyzing management, marketing and financial problems found in arts related businesses.
4. Develop a business strategy for a company, evaluate various strategic options, make strategic decisions, and understand what is involved to implement these decisions successfully.
5. To integrate knowledge gained in earlier College of Business classes and Fine Art Classes

Required Text: Management of the Arts, 3rd edition, William Byrnes, Focal Press
Supplemental packet of cases

Evaluation Methods:

Written Case Evaluations	20%
Class Participation	20%
Midterm and Final	40%
Group Project	20%

Grade Breakdown

A	=	90-100
B	=	80- 89
C	=	70-79
D	=	60-69
F	=	less than 60

Course Outline:

Management and the Arts	4 hrs
Evolution of Arts Organizations and Arts Management	
Evolution of Management Theories	
A Guide to Case Analysis	4 hrs
Strategic Management Process	
Establishing the Organization's direction	
Arts Organizations in a Changing World	4 hrs
Alabama Symphony Orchestra	
Planning and Decision Making	4 hrs
Nonprofit management problems	
Seacoast Science Museum	
Fundamentals of Organizing and Organizational Design	4 hrs
Staffing the Organization	
Organizational Controls and Budgets	
Organization's culture	
Midterm	2 hrs
Fundamentals of Leadership and Group Dynamics	4 hrs
The Grand Theatre Case	
WWF	
Economics and Financial Management	4 hrs
Colorado Creative Music	
Marketing and the Arts	4 hrs
Fund Raising	
Business models including internet companies	
Integrating Management Styles and Theories	4 hrs
Michael Flatley: Lord of the Dance	
Career Options and Preparing for the Job Market	4 hrs
Final Exam	2 hrs
Total	44 hrs

Special Resource Requirements

None

Other – Undergraduate Course Attendance Policy

In accordance with University policy, individual faculty will denote an attendance policy in specific course syllabi.

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