



**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**

A.1 This course will provide a culminating experience for fine arts students in the

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: Materials

## 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, 3<sup>rd</sup> 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

WWF	
Economics and Financial Management	4 hrs
Colorado Creative Music	
Marketing and the Arts	4 hrs

Fund Raising

**Other – Undergraduate Course Attendance Policy**

Excerpt from the Undergraduate Catalog, 1999-2000, p. 104. The following information is taken from the Undergraduate Catalog, 1999-2000, p. 104.

**Bibliography**

Adams, A. (2000). The Undergraduate Catalog, 1999-2000, p. 104. The following information is taken from the Undergraduate Catalog, 1999-2000, p. 104.