1. Catalog Description of the Course. [Include the course prefix, number, full title, and units. Provide a course narrative including prerequisites and corequisites. If any of the following apply, include in the description: Repeatability (May be repeated to a maximum of 9 units); time distribution (Lecture ____ hours, laboratory ____ hours); non-traditional grading system (Graded CR/NC, ABC/NC). Follow accepted catalog format.]

Art /Bus/Educ 434. The Museum: Culture, Business, and Education (3)
Three hours per week.

This course is an interdisciplinary, in-depth study of a museum from the perspective of art, business, and education. Analyzes how artistic values, business and management issues and educational projects are linked within museum practices. Each term this course is offered it will focus on a specific museum in the area.

May be repeated to a maximum of 9 units
GenEd: C1, D

2. Mode of Instruction.

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<tr>
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<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>3</td>
<td>1</td>
<td>30</td>
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<tr>
<td>Seminar</td>
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<td>Laboratory</td>
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<td>Activity</td>
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3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) [Use as much space as necessary]
This class will expose students to a series of interconnected issues related to art, education and business. The field trips, lectures, discussions, guest speakers and extensive interdisciplinary activities will allow the participants to a.) Understand the complexity of each discipline b.) Investigate the significance of these connections within the institution, and c.) Examine their role(s) in defining the dialogue with the international and local community. Students will be able to earn 3 units in art, business or education.

This model could be used to examine other museums and reflect upon the specificity of each institution. This will allow students to take the course more than once and give them a unique opportunity to comparatively examine museum practices.

**Learning Objectives**

Students will be able to:
- Describe, understand and analyze the connections between the art business and education within museum practices
- Evaluate the ways that art, business and education can be mutually beneficial in a museum environment
- Examine from three different perspectives on the role of the museum in contemporary culture
- Reflect in written and oral form on the various aspects of the museum as a cultural institution/
- Describe and analyze the processes of collecting and displaying art in museums
- Critically analyze the development of an art collection and the specificity of museum practices
- Evaluate and analyze the business practices of running a museum
- Analyze the ethical issues in running a museum
- Analyze the educational services offered by the museum and reflect on possibilities for new projects
- Analyze how the educational projects of the museum are connected to what children learn in schools (California framework)
- Apply the knowledge and information to real life situation in a final presentation
Art History
The course will comprise “traditional art history” lectures based on the examples available at the museum. It will also include discussions about collecting art, museum displays, issues in organizing and curating exhibition, and other relevant issues related to critical thinking about art and museum practices. Visits to the Getty Drawing and Photography Departments (if possible) will also be included. Discussions with curators and other museums professionals will be part of class activities.

Business
The students will learn business aspects of running a museum, developing exhibition and maintaining collections. Discussions with museum specialists working in these departments will be included (if possible). The discussions may be limited to public information. The Getty has a Museum Management Institute and we will try to get someone from this department to make a presentation. Other professionals may also be invited.

Education
The visits to the Getty will expose students to the educational projects, programs, and materials developed and used by the museum. Specifically, the course will analyze how the Getty education program has addressed a wide range of visitors including adults, and most importantly school children with diverse cultural backgrounds. Visits to the Family Room, Art Access (spaces reserved within the museum for education projects) and discussions with education curators will be included. Particular attention would be given to the projects related to bilingual and special education.

4. Is this a General Education Course  YES
   If Yes, indicate GE category:

<table>
<thead>
<tr>
<th>A (English Language, Communication, Critical Thinking)</th>
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<tbody>
<tr>
<td>B (Life Sciences)</td>
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<tr>
<td>C (Fine Arts, Literature, Languages &amp; Cultures)</td>
<td>C 1</td>
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<td>D (Social Perspectives)</td>
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<tr>
<td>E (Human Psychological and Physiological Perspectives)</td>
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5. Course Content in Outline Form.  [Be as brief as possible, but use as much space as necessary]

   Week 1
   Introduction of the course –one hour

   Week 2
Lecture 1—Art-A brief history of museums and collecting practices

**Week 3**
Lecture 1—Business-Introduction to managerial issues in museums

**Week 4**
Lecture 1--Education —Education in museums-an introduction

**Week 5**
Getty field trip #1
An overview of the museum, its activities and functions

**Week 6**
Getty field trip #2
Collecting, displaying, and interpreting art in museums

**Week 7**
No class

**Week 8**
Getty field trip #3
The interaction between aesthetics, business, and education in museum practices

**Week 9**
Getty field trip #4
Art and audiences: Cultural identities, marketing strategies, and educational projects

**Week 10**
Getty field trip #5
The museum in the 21st century

**Week 11**
Lecture 2—Art- Critical and comparative analysis of museum practices

**Week 12**
Lecture 2 ---Business-critical analysis of business issues within museums

**Week 13**
Lecture 2--- Education –The role of education in museums

**Week 14**
No class

**Week 15**
Presentations at the Getty

6. References. [Provide 3 - 5 references on which this course is based and/or support it.]


7. List Faculty Qualified to Teach This Course.
   Art faculty: Irina D. Costache
   Business faculty: William Cordeiro
   Education faculty: Joan Karp

8. Frequency.
   a. Projected semester to be offered: Spring 2003

9. New Resources Required.
   None

10. Consultation.
    Attach consultation sheet from all program areas, Library, and others (if necessary)

11. If this new course will alter any degree, credential, certificate, or minor in your program, attach a program modification.
Irina D. Costache

Proposer of Course    Date