

**CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS**  
**COURSE MODIFICATION PROPOSAL**  
**Courses must be submitted by November 3, 2008,**  
**to make the next catalog (2009-2010) production**

DATE (CHANGE DATE EACH TIME REVISED): FEBRUARY 11, 2009 REV 4.22.09

PROGRAM AREA(S): PERFORMING ARTS AND BUSINESS

**Directions: All of sections of this form must be completed for course modifications.**

**1. Catalog Description of the Course.**

*[Follow accepted catalog format.] (If Cross-listed please submit prefixes for each discipline being modified)*

OLD	NEW
Prefix BUS/PA Course# 335 Title Business and the Performing Arts Units (3) 3 hours lecture per week hours blank per week	Prefix BUS/PA Course# 335 Title Business and the Performing Arts Units (3) 3 hours lecture per week hours blank per week

Prerequisites:

Corequisites:

Description (Do not use any symbols):

BUS 335

Exploration of the business elements in the performing arts, including planning, management and financial activities. Uses an interdisciplinary approach to focus on performing arts as a creative activity and as a business activity. Uses case studies to analyze a comprehensive view of performing arts organizations. Same as PA 335

PA 335

Exploration of the business elements in the performing arts, including planning, management and financial activities. Uses an interdisciplinary approach to focus on performing arts as a creative activity and as a business activity. Uses case studies to analyze a comprehensive view of performing arts organizations. Same as BUS 335

Prerequisites:

Corequisites:

Description:

BUS 335

Exploration of the business elements in the performing arts, including planning, management and financial activities. Uses an interdisciplinary approach to focus on performing arts as a creative activity and as a business activity. Uses case studies to analyze a comprehensive view of performing arts organizations.

PA 335

Exploration of the business elements in the performing arts, including planning, management and financial activities. Uses an interdisciplinary approach to focus on performing arts as a creative activity and as a business activity. Uses case studies to analyze a comprehensive view of performing arts organizations. 5

- |  |   |  |   |   |  |
|--|---|--|---|---|--|
| <input checked="" type="checkbox"/> Gen Ed<br>Categories UDIGE<br><input type="checkbox"/> Lab Fee Required  | Graded<br><input type="checkbox"/> CR/NC<br><input checked="" type="checkbox"/> A - F<br><input type="checkbox"/> Multiple<br>Optional Enrollment in (Student's choice) | <input type="checkbox"/> Repeatable for up to _____ units<br><input type="checkbox"/> Multiple Enrollment in same semester | <input checked="" type="checkbox"/> Gen Ed<br>Categories UDIGE, C1<br><input type="checkbox"/> Lab Fee Required | Graded<br><input type="checkbox"/> CR/NC<br><input checked="" type="checkbox"/> A - F<br><input type="checkbox"/> Multiple<br>Optional Enrollment in same semester (Student's choice) | <input type="checkbox"/> Repeatable for up to _____ units<br><input type="checkbox"/> Multiple Enrollment in same semester |
| <input type="checkbox"/> American Institutions, Title V Section 40404: <input type="checkbox"/> Government <input type="checkbox"/> US Constitution <input type="checkbox"/> US History (Refer to EO 405, for more information at: <a href="http://senate.csuci.edu/comm/curriculum/resources.htm">http://senate.csuci.edu/comm/curriculum/resources.htm</a> ) |   |  |   |   |  |
| <input type="checkbox"/> Service Learning Course   |   |  |   |   |  |

**2. Mode of instruction (Hours per Unit are defaulted for you)**

**Hegis Code(s)** \_\_\_\_\_  
 (Provided by the Dean)

**Existing**

**Proposed**

	Units	Hours Per Unit	Benchmark Enrollment	Graded		Units	Hours Per Unit	Benchmark Enrollment	Graded	CS# Units (filled out by Dean)
Lecture	<b>3</b>	<b>1</b>	<b>30</b>	<input checked="" type="checkbox"/>	Lecture	<b>3</b>	<b>1</b>	<b>30</b>	<input checked="" type="checkbox"/>	_____
Seminar	_____	<b>1</b>	_____	<input type="checkbox"/>	Seminar	_____	<b>1</b>	_____	<input type="checkbox"/>	_____
Lab	_____	<b>3</b>	_____	<input type="checkbox"/>	Lab	_____	<b>3</b>	_____	<input type="checkbox"/>	_____
Activity	_____	<b>2</b>	_____	<input type="checkbox"/>	Activity	_____	<b>2</b>	_____	<input type="checkbox"/>	_____
Field Studies	_____	_____	_____	<input type="checkbox"/>	Field Studies	_____	_____	_____	<input type="checkbox"/>	_____

Indep Study	_____	_____	<input type="checkbox"/>	Indep Study	_____	_____	<input type="checkbox"/>	_____
Other blank	_____	_____	<input type="checkbox"/>	Other blank	_____	_____	<input type="checkbox"/>	_____

**3. Course Content in Outline Form if Being Changed.** *[Be as brief as possible, but use as much space as necessary]*

**OLD**

Performing arts as an organizational entity

- Creative process within a performing arts organization
- Planning of performing arts
- Management of performing arts
- Finance/accounting for performing arts
- Marketing of performing arts
- Special issues related to non-profit organizations
- Special issues related to performing arts organizations
- Case studies
- Comprehensive/final project

**NEW**

Performing arts as an organizational entity

- Creative process within a performing arts organization
- Planning of performing arts
- Management of performing arts
- Finance/accounting for performing arts
- Marketing of performing arts
- Special issues related to non-profit organizations
- Special issues related to performing arts organizations
- Case studies
- Comprehensive/final project

**4. 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]*

**OLD**

Justification: This is a required course for the BA in Performing Arts. Students in the Performing Arts major should understand the business elements of performing arts organizations. Today, in addition to creating performing arts activities (theater, music, dance), students must also appreciate the variety of complex and comprehensive aspects of the performing arts organization. All organizations - both profit seeking and non-profit organizations - must possess and practice business related skills/activities.

Learning Objectives:

Upon completion of this course students will be able to:

- Describe in writing and via oral presentations the connections between the creative activities and the business activities of performing arts organizations
- Analyze and describe the major elements of planning, management and finance for performing arts organizations
- Demonstrate (in writing and orally) an understanding of the major creative aspects of performing arts organizations

**NEW**

Justification: This is a required course for the BA in Performing Arts. Students in the Performing Arts major should understand the business elements of performing arts organizations. Today, in addition to creating performing arts activities (theater, music, dance), students must also appreciate the variety of complex and comprehensive aspects of the performing arts organization. All organizations - both profit seeking and non-profit organizations - must possess and practice business related skills/activities.

Learning Objectives:

Upon completion of this course students will be able to:

- Describe in writing and via oral presentations the connections between the creative activities and the business activities of performing arts organizations

- Read and analyze complex cases related to the business functions within performing arts organizations

- Analyze and describe the major elements of planning, management and finance for performing arts organizations

- Demonstrate (in writing and orally) an understanding of the major creative aspects of performing arts organizations

- Read and analyze complex cases related to the business functions within performing arts organizations

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

**OLD**

- 1. Biederman, Donald, Law and Business of the Entertainment Industries, Westport, CN: Praeger Press, 2001**
- 2. Fitzgibbon, Marian, Managing Innovation in the Arts: Making Arts Work, Westport CN: Quorum Books, 2001.**
- 3. Fisher, Liz, Something Rotten in the State of the Arts, Accountancy, June 1990, 105 (1162), 20-22.**
- 4. Kotler, Philip and Joanne Schedd, Standing Room Only: Strategies for Marketing the Arts, Boston, MA: Harvard Business School Press, 2005.**
- 5. Reiss, Alvin, Arts Presenters Confronting a Constantly Changing Scene, Fund Raising Management, 1997, 28 (1), 38-40.**
- 6. Stendale-Bennett, Barry, Making a Song and Dance About management, The British Journal of Administrative Management, Jan/Feb 1997, 20-22.**

**NEW**

- 1. Biederman, Donald, Law and Business of the Entertainment Industries, Westport, CN: Praeger Press, 2001**
- 2. Fitzgibbon, Marian, Managing Innovation in the Arts: Making Arts Work, Westport CN: Quorum Books, 2001.**
- 3. Fisher, Liz, Something Rotten in the State of the Arts, Accountancy, June 1990, 105 (1162), 20-22.**
- 4. Kotler, Philip and Joanne Schedd, Standing Room Only: Strategies for Marketing the Arts, Boston, MA: Harvard Business School Press, 2005.**
- 5. Reiss, Alvin, Arts Presenters Confronting a Constantly Changing Scene, Fund Raising Management, 1997, 28 (1), 38-40.**
- 6. Stendale-Bennett, Barry, Making a Song and Dance About management, The British Journal of Administrative Management, Jan/Feb 1997, 20-22.**
- 7. Cohen, Robert. Acting Professionally. McGraw\_Hill\_HigherEducation. 2004.**

**6. Indicate Changes and Justification for Each.** *[Check all that apply and follow with justification. Be as brief as possible but, use as much space as necessary.]*

- |   |   |
|---|---|
| <input type="checkbox"/> Course title                           | <input type="checkbox"/> Course Content             |
| <input type="checkbox"/> Prefix/suffix                          | <input type="checkbox"/> Course Learning Objectives |
| <input type="checkbox"/> Course number                          | <input checked="" type="checkbox"/> References      |
| <input type="checkbox"/> Units                                  | <input checked="" type="checkbox"/> GE              |
| <input type="checkbox"/> Staffing formula and enrollment limits | <input type="checkbox"/> Other                      |
| <input type="checkbox"/> Prerequisites/corequisites             | <input type="checkbox"/> Reactive Course            |

- Catalog description
- Mode of Instruction

**Justification:** The GE details were lost, and are now being specified. The nature of this course qualifies it to be included as a C1 course in the GE category. Like its counterparts, ART 334 The Business of Music (BUS) and ART 434 The Museum (BUS/EDUC), this course complies to the criteria specified for C1. The UDIGE component was approved earlier in the fall. Also a reference text has been added to include a text on theatre. Reference texts on music and dance already exist.

7.  **General Education Categories:** All courses with GE categories notations (including deletions) must be processed at the GE website: <http://summit.csuci.edu/geapproval>. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

**A (English Language, Communication, Critical Thinking)**

- A-1 Oral Communication
- A-2 English Writing
- A-3 Critical Thinking

**B (Mathematics, Sciences & Technology)**

- B-1 Physical Sciences
- B-2 Life Sciences – Biology
- B-3 Mathematics – Mathematics and Applications
- B-4 Computers and Information Technology

**C (Fine Arts, Literature, Languages & Cultures)**

- C-1 Art
- C-2 Literature Courses
- C-3a Language
- C-3b Multicultural

**D (Social Perspectives)**

- E (Human Psychological and Physiological Perspectives)

- UD Interdisciplinary

8. **New Resources Required.** YES  NO

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

- a. Computer (data processing), audio visual, broadcasting needs, other equipment)
- b. Library needs
- c. Facility/space needs

9. **Will this course modification alter any degree, credential, certificate, or minor in your program?** YES  NO

If, YES attach a program modification form for all programs affected.

10. **Effective Date (Semester and Year – all modifications submitted prior to November 3, 2008, will be effective in the Fall 2009 catalog):** Fall 2009

Luda Popenhagen, PhD

February 11,  
2009

Proposer of Course Modification

Date

Committee Response:

**Approved by committee on 03-19-2009**

Criteria and Justifications Submitted:

- *Develop students' ability to respond subjectively as well as objectively to experience*  
Students will use an interdisciplinary approach to focus on performing arts as a creative activity and as a business activity, exploring elements such as planning, management and financial activities. They will use case studies to analyze a comprehensive view of performing arts organizations, and analyze the purpose and meaning of performing arts in contemporary society. Each student will be encouraged to develop their own individual viewpoints verbally and in written form.
- *Cultivate and refine students' affective, cognitive, and physical faculties through studying great works of the human imagination*  
The material studied by students will include performances representing dance, music, and theatre. Students will develop aesthetic awareness by studying integrated performances, such as opera, musical theatre, and circus, where dance, music, and theatre are combined. The works will be of a visual and verbal nature, and represent traditional and experimental productions. Students will have the opportunity to research and present oral and written reports, individually and in groups on these subjects.
- *Increase awareness and appreciation in the traditional humanistic disciplines such as art, dance, drama, literature, and music*  
The focus of this course is the analysis of the relationship between business and the performing arts. Today, in addition to creating performing arts activities (theater, music, dance), students must also appreciate the variety of complex and comprehensive business aspects of performing arts organizations (large and small, profit and non-profit). Students will consider case-studies by viewing staged productions and applying relevant business models.
- *Examine the interrelationship between the creative arts, the humanities, and self*  
This course connects the performing arts (theater, music, dance), with the business elements integral to its function, through analysis, discussion and research. Students will have the opportunity to contextualize the business elements associated with the performing arts against their own personal experiences and observations. They will also invest their own opinions in the discussions on the diverse productions viewed.
- *Include an exposure to world cultures*  
In this course students will discuss international perspectives on business elements and procedures in the performing arts. They will compare organizational structures in the performing arts as they are practised in the United States, Europe, Australia, and elsewhere.
- *Impart knowledge and appreciation of the visual and performing arts*  
The very nature of this course is to consider and study the performing arts, especially theatre, music, and dance, in performance and production. The visual elements will be included in the discussions on staging and financing the staging of the various productions. In looking at the critical evaluation of the performing arts, the monetary value of the performing arts will be considered.
- *Promote students' ability to effectively analyze and respond to works of human imagination*  
Students will read, view, listen to, and discuss major works representative of the performing arts. Students will be provided with business models for their analyses of individual and group activities within the performing arts. Students will also explore the creative and business aspects of performing arts organizations at a local and national level. Students will investigate how business is intrinsic to the values associated with the success of the performing arts in our society.

## GE CRITERIA APPROVAL FORM

Course Number and Title: **BUS PA 335: Business and the Performing Arts (3)**

Faculty Member(s) Proposing Course: Bill Cordeiro and Jacquelyn Kilpatrick

Indicate which of the following categories would be satisfied by this course by marking an “X” on the appropriate lines. Courses may be placed in up to two GE categories as appropriate. Upper Division Interdisciplinary GE courses may be placed in two categories plus the UDIGE category.

	A1: Oral Communication
	A2: English Writing
	A3: Critical Thinking
	B1: Physical Sciences
	B2: Life Sciences
	B3: Mathematics
	B4: Computers and Technology
	C1: Fine Arts
	C2: Literature
	C3: Languages & Cultures
	D: Social Perspectives
	E: Human Psychological & Physiological Perspectives
X	Upper Division Interdisciplinary GE

Lab Included? Yes \_\_\_\_\_ No   x  

Please provide a brief explanation of how the proposed course meets each of the criteria for the selected General Education categories.

*1. C1: . . . enable students to develop a basic appreciation of the human imagination and understand the value of personal creativity in a complex, global society . . . exposure to a diverse range of work in art, literature, languages and cultures cultivates the student’s ability to express intellectual and emotional responses and make subjective and objective evaluations. . . stresses the interrelationship between individual aesthetics and collective human sensibility. Numerous teaching methodologies involve active participation in the creative experience, leading to personal inquiries into the cultural diversity prevalent in the visual, audible, kinetic, and oral traditions of human expressions.*

*2. Upper division interdisciplinary. Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines. . . Include substantive written work consisting of in-class writing as well as outside class writing of revised prose.*

In order to produce successful artistic productions in theatre, music and dance, performing arts professionals must understand the business elements of performing arts organizations and the intricacies of production values. In addition to creating performing arts activities, students must also appreciate the variety of complex and comprehensive aspects of the performing arts organization. All organizations - both profit seeking and non-profit organizations - must possess and practice business related skills/activities. In the performing arts, that involves an understanding of the arts of theatre, music and dance and the clients—the audience—as well as the performance and business aspects of production.

Students will:

- Describe in writing and via oral presentations the connections between the creative activities and the business activities of performing arts organizations
- Analyze and describe the major elements of planning, management and finance for performing arts organizations
- Demonstrate (in writing and orally) an understanding of the major creative aspects of performing arts organizations

- Read and analyze complex cases related to the business functions within performing arts organizations

Students will study:

- Performing arts as an organizational entity
- Creative process within a performing arts organization
- Planning of performing arts
- Management of performing arts
- Finance/accounting for performing arts
- Marketing of performing arts
- Special issues related to non-profit organizations
- Special issues related to performing arts organizations
- Case studies
- Produce a comprehensive/final project that shows understanding of the needs and artistic benefits of the performing arts and a good grasp of the basic elements of the business end of the performing arts.

# Approval Sheet

**Program/Course:** BUS/PA 335

If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

Program Chair		
---------------	--	--

Signature

Date

Program Chair		
---------------	--	--

Signature

Date

Program Chair		
---------------	--	--

Signature

Date

General Education Chair		
-------------------------	--	--

Signature

Date

Center for Intl Affairs Director		
----------------------------------	--	--

Signature

Date

Center for Integrative Studies Director		
---	--	--

Signature

Date

Center for Multicultural Learning and Engagement Director		
---	--	--

Signature

Date

Center for Civic Engagement and Service Learning Director		
---	--	--

Signature

Date

Curriculum Chair		
------------------	--	--

Signature

Date

Dean of Faculty		
-----------------	--	--

Signature

Date