**Courses must be submitted by October 15, 2010, and finalized by the end of the fall semester
to make the next catalog (2011-12) production**

DATE (CHANGE DATE EACH TIME REVISED): 10.01.10 REV 11.19.10; REV 12.7.10
PROGRAM AREA(S) : BUS/PA

Directions: All of sections of this form must be completed for course modifications. Use <mark>**YELLOWED**</mark> **areas to enter data. All documents are stand alone sources of course information.**

1.   Course Information.
   [Follow accepted catalog format.] ***(Add additional prefixes i f cross-listed)***

OLD
Prefix BUS/PA Course# 335 Title BUSINESS AND THE PERFORMING ARTS Units (3)
3 hours lecture per week
[   ]   hours blank per week

[   ]   Prerequisites: [   ]
       Consent of Instructor Required for Enrollment
       Corequisites: [   ]

Catalog Description (Do not use any symbols):
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.

General Education Categories C1, UDIGE
Graded [   ]
CR/NC [   ]
X A - F
[   ] Lab Fee Requested

Repeatable for up to [   ] units
Total Completions [   ]
[   ] Multiple Enrollment in same semester
Optional (Student's choice)

Course Level:
x   Undergraduate
[   ] Post-bac/Credential
[   ] Graduate

NEW
Prefix BUS/PA Course# 335 Title BUSINESS AND THE PERFORMING ARTS Units (3)
3 hours lecture per week
[   ]   hours blank per week

[   ]   Prerequisites: [   ]
       Consent of Instructor Required for Enrollment
       Corequisites: [   ]

Catalog Description (Do not use any symbols):
Exploration of the business and artistic 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.

General Education Categories D, UDIGE
Graded [   ]
CR/NC [   ]
X A - F
[   ] Lab Fee Requested

Repeatable for up to [   ] units
Total Completions [   ]
[   ] Multiple Enrollment in same semester
Optional (Student's choice)

Course Level:
x   Undergraduate
[   ] Post-bac/Credential
[   ] Graduate

2.   Mode of Instruction (Hours per Unit are defaulted)   Hegis Code(s)_____
(Provided by the Dean)

Existing

	Units	Hours Per Unit	Benchmark Enrollment	Graded
Lecture	**3**	**1**	**30**	X
Seminar	[ ]	**1**	[ ]	[ ]
Lab	[ ]	**3**	[ ]	[ ]
Activity	[ ]	**2**	[ ]	[ ]
Field Studies	[ ]		[ ]	[ ]
Indep Study	[ ]		[ ]	[ ]
Other blank	[ ]		[ ]	[ ]

Proposed

	Units	Hours Per Unit	Benchmark Enrollment	Graded	CS No. (filled out by Dean)
Lecture	**3**	**1**	**30**	X	[ ]
Seminar	[ ]	**1**	[ ]	[ ]	[ ]
Lab	[ ]	**3**	[ ]	[ ]	[ ]
Activity	[ ]	**2**	[ ]	[ ]	[ ]
Field Studies	[ ]		[ ]	[ ]	[ ]
Indep Study	[ ]		[ ]	[ ]	[ ]
Other blank	[ ]		[ ]	[ ]	[ ]

3. **Course Attributes:**

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

x   **D (Social Perspectives)**

E (Human Psychological and Physiological Perspectives)

x **UDIGE/INTD Interdisciplinary**

Meets University Writing Requirement

Meets University Language Requirement

American Institutions, Title V Section 40404:   Government   US Constitution   US History
Refer to website, Exec Order 405, for more information: http://senate.csuci.edu/comm/curriculum/resources.htm
Service Learning Course (Approval from the Center for Community Engagement must be received before you can request this course attribute).

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4. **Justification and Requirements for the Course.** *[Make a brief statement to justify the need for the course]*

OLD	NEW
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.	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.
Requirement for the Major/Minor	Requirement for the Major/Minor
Elective for the Major/Minor	X Elective for the Major/Minor
Free Elective	X Free Elective

Submit Program Modification if this course changes your program.

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5. **Student Learning Outcomes.** (List in numerical order. You may wish to visit resource information at the following website: http://senate.csuci.edu/comm/curriculum/resources.htm)
Upon completion of the course, the student will be able to: Upon completion of the course, the student will be able to:*

OLD	NEW
1. Describe in writing and via oral presentations the connections between the creative activities and the business activities of performing arts organizations	1. Describe in writing and via oral presentations the connections between the creative activities and the business activities of performing arts organizations (1,2,3,5)
2. Analyze and describe the major elements of planning, management and finance for performing arts organizations	2. Analyze and describe orally and in writing the major elements of planning, management and finance for performing arts organizations (1,2,3)
3. Demonstrate (in writing and orally) an understanding of the major creative aspects of performing arts organizations	3. Demonstrate (in writing and orally) an understanding of the

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

major creative aspects of performing arts organizations (1,2,3)

4. Read and analyze complex cases related to the business functions within performing arts organizations (1,5,6)

*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration

6. Course Content in Outline Form. (Be as brief as possible, but use as much space as necessary)

OLD	NEW
• Performing arts as an organizational entity	• Performing arts as an organizational entity
• Creative process within a performing arts organization	• Creative process within a performing arts organization
• Planning of performing arts	• Planning of performing arts
• Management of performing arts	• Management of performing arts
• Finance/accounting for performing arts	• Finance/accounting for performing arts
• Marketing of performing arts	• Marketing of performing arts
• Special issues related to non-profit organizations	• Special issues related to non-profit organizations
• Special issues related to performing arts organizations	• Special issues related to performing arts organizations
• Case studies	• Case studies
• Comprehensive/final project	• Comprehensive/final project

Does this course content overlap with a course offered in your academic program? Yes ▊   **No** x
If YES, what course(s) and provide a justification of the overlap. ▊

Does this course content overlap a course offered in another academic area? Yes ▊   **No** x
If YES, what course(s) and provide a justification of the overlap. ▊

Overlapping courses require Chairs' signatures.

7. Cross-listed Courses (Please note each prefix in item No. 1)
   A. List cross-listed courses (Signature of Academic Chair(s) of the other academic area(s) is required).
   B. List each cross-listed prefix for the course: BUS/PA 335
   C. Program responsible for staffing: BUS/PA

8. References. *[Provide 3-5 references]*

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, Wesport 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. Stemdale-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, Wesport CN: Quorum Books, 2001.
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5. Reiss, Alvin, Arts Presenters Confronting a Constantly Changing Scene, Fund Raising Management, 1997, 28 (1), 38-40.
6. Stemdale-Bennett, Barry, Making a Song and Dance About management, The British Journal of Administrative Management, Jan/Feb 1997, 20-22.

8. Tenure Track Faculty qualified to teach this course.
Professor William Cordeiro
Professor Jacquelyn Kilpatrick
Profesor Bob Mayberry

10. Requested Effective Date or First Semester offered:

11. New Resource Requested: Yes ▮   No x
   If YES, list the resources needed.

   A. Computer Needs (data processing, audio visual, broadcasting, other equipment, etc.)
   ▮

   B. Library Needs (streaming media, video hosting, databases, exhibit space, etc.)
   ▮

   C. Facility/Space/Transportation Needs:
   ▮

   D. Lab Fee Requested: Yes ▮   No x   **(Refer to the Dean's Office for additional processing)**
   E. Other. ▮

12. 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.]*

▮	Course title	▮	Course Content
	Prefix/suffix	X	Course Learning Outcomes
	Course number	▮	References
	Units	x	GE
	Staffing formula and enrollment limits	▮	Other ▮
	Prerequisites/Corequisites	▮	Reactivate Course
	Catalog description		
▮	Mode of Instruction		

Justification: Clarify description and update Student Learning Objectives (SLO) and aligns SLO with Program Learning Goals (PLG)

13. Will this course modification alter any degree, credential, certificate, or minor in your program? Yes ▮   No X
   If, YES attach a program update or program modification form for all programs affected.
   Priority deadline for New Minors and Programs: October 4, 2010 of preceding year.
   Priority deadline for Course Proposals and Modifications: October 15, 2010.
   Last day to submit forms to be considered during the current academic year: April 15th.

William Cordeiro   ▮
_____   _____
Proposer(s) of Course Modification   Date
Type in name. Signatures will be collected after Curriculum approval.

Request for BUS-PA 335: Business and the Performing Arts to be added to GE Category D: Social Perspectives

Committee Response:
Approved by committee on 12-06-2010

Criteria and Justifications Submitted:

- *Promote understanding of how the issues relevant to social, political, contemporary/historical, economic, educational or psychological realities interact with each other within the realm of human 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 perfoming arts in contemporary society. Each student will be encouraged to develop their own individual viewpoints verbally and in written form.
- *Focus on how a social science discipline conceives and studies human existence*
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.
- *Address issues using the methods commonly employed by a social science discipline*
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.

Request for BUS-PA 335: Business and the Performing Arts to be added to GE Category UDIGE: Upper Division Interdisciplinary GE.

Committee Response:
Approved by committee on 12-06-2010

Criteria and Justifications Submitted:

- *Emphasize interdisciplinarity by integrating content, ideas, and approaches from two or more disciplines*
(already approved for C1 and UDIGE, they are just submitting for the new objectives, R.C.) 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.
- *Include substantive written work consisting of in-class writing as well as outside class writing of revised prose. Examples of appropriate written work include: short papers, long papers, term papers, lab reports, documentation, disciplinary-based letters and memos, and essays.*
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 6/6/05 cp • 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

Course: ▮▮▮▮

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 Engagement Director		
	Signature	Date

Center for Civic Engagement and Service Learning Director		
	Signature	Date

Curriculum Chair		
	Signature	Date

Dean of Faculty		
	Signature	Date