

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

DATE: FEBRUARY 15, 2006
 PROGRAM AREA PERFORMING ARTS AND BUSINESS

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix BUS **Course#** 335 **Title** BUSINESS AND THE PERFORMING ARTS **Units** (3)
 3 hours Lecture per week

- 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. Same as PA 335

PA 335

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- | | | | |
|--|--|---|---|
| <input checked="" type="checkbox"/> Gen Ed | Graded | <input type="checkbox"/> CR/NC | <input type="checkbox"/> Repeatable for up to _____ units |
| Categories UDIGE | | | |
| <input type="checkbox"/> Lab Fee Required | <input checked="" type="checkbox"/> A - F | Total Completions Allowed | |
| | <input type="checkbox"/> Optional (Student's choice) | <input type="checkbox"/> Multiple Enrollment in same semester | |

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	30	<input checked="" type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

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]*

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:

(Press enter for the next bulleted item)

- 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

4. Is this a General Education Course YES NO

If Yes, indicate GE category and attach GE Criteria Form:

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

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*
(Press enter for the next bulleted item)

- 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

Does this course overlap a course offered in your academic program? YES NO

If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES NO

If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair of the other academic area is required on the consultation sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

PA 335

Signature of Academic Chair(s) of the other academic area(s) is required on the consultation sheet below

Department responsible for staffing: BUS/PA

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*
(Press enter for the next number)

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. Stendale-Bennett, Barry, Making a Song and Dance About management, The British Journal of Administrative Management, Jan/Feb 1997, 20-22.

8. List Faculty Qualified to Teach This Course.

Professor William Cordeiro
 Professor Jacquelyn Kilpatrick
 Profesor Bob Mayberry

9. Frequency.

a. Projected semesters to be offered: Fall Spring Summer

10. 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

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES NO

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

Bill Cordeiro

 Proposer of Course

 Date

Approvals

Program Chair

Date

General Education Committee Chair

Date

Curriculum Committee Chair

Date

Dean

Date

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.

Approved by: _____

Approved by: _____