

To: College of the Arts, Curriculum Committee  
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From: Department of Arts Education, Arts Policy & Art Administration Program

Date: May 26, 2006

Attached are syllabi for two courses we have been developing to introduce undergraduates to facets of arts entrepreneurship:

*AE 481: Managing an Arts Organization*

*AE 483/683: Developing Arts Careers*

Both courses are targeted to a broad cross section of students with a possible career interest in any of the arts or creative industries. Both are open to undergraduate students at the junior level and above in the expectation that such students have selected their major areas of interest but are open to exploring a range of inter-related career options. Careers as arts professionals are often eclectic and composed of a variety of work roles (e.g., artist, arts educator, arts administrator, free-lance or project artists, or small businessperson) and a range of work environments (e.g., nonprofit arts organizations, entertainment corporations, arts programs and schools at all levels, etc). These courses are designed to prepare students to think as arts entrepreneurs, both in regard to developing their own careers or businesses in the creative sector and to pursuing careers in managing arts organizations or companies. Both courses have been taught on a pilot basis and now seek a permanent course number.

Each course examines a range of options and skills that will be useful in nonprofit, public, commercial, and grassroots settings. Each course involves a mix of historical, theoretical, conceptual, and practical learning. Professionals working in the creative industries are frequent guest lecturers. *AE 481: Managing an Arts Organization* focuses on the issues, problem-solving skills, and decision-making options for manager's of nonprofit arts organizations such as dance and theatre companies, museums, public arts agencies, galleries, music and presenting organizations, fairs and festivals. In other words, performing as an entrepreneur in arts organizational settings.

*AE 483/683: Developing Arts Careers* is focused on identifying professional goals, the career options, and skills necessary for building professional careers in the arts, whether as independent artists, arts-oriented small businesses, or free-lance artists. We are submitting new course requests for both an undergraduate and a graduate level versions of this course. In AE 683, graduate students must fulfill all readings and assignments required in the undergraduate level as well a complete an additional written assignment. Both courses will familiarize students with the range of arts-related fields across the creative sector that can be combined to develop successful portfolio careers.

It is expected that the primary audience for these courses will be students with majors or minors in disciplines in the College of the Arts. However, both courses will be open to any undergraduate in the university with an interest in exploring the possibility of working in the creative industries. AE 683 will also be a welcome addition to the arts

management strand of courses available to graduate students in the Arts Policy & Administration Program (APA).

The COTA Curriculum Committee saw preliminary versions of these courses last year and provided helpful suggestions that were incorporated into the revised syllabi that accompany this request. Thank you for your consideration of these proposals.