1. General Information

1a. Submitted by the College of: FINE ARTS

Date Submitted: 4/15/2015

1b. Department/Division: Arts Administration

1c. Contact Person

Name: Rachel Shane

Email: rachel.shane@uky.edu

Phone: 859-257-7717

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Specific Term/Year [1]   Fall 2015

1e. Should this course be a UK Core Course?   No

2. Designation and Description of Proposed Course

2a. Will this course also be offered through Distance Learning?:   No

2b. Prefix and Number: AAD 300

2c. Full Title: Management and Planning for the Arts

2d. Transcript Title: Management and Planning for the Arts

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit?   No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: Arts organizations are inherently collaborative. Arts administration students need to understand the concepts and theories of leadership, management and followership in order to contribute effectively in the ever-changing and adaptive environment of arts organizations. AAD 300: Management and Planning for the Arts will explore the principles of arts management, management theory and practice, organizational structure, organizational culture and communication, decision-making and accountability, human resource management and volunteer administration, and ethics and social responsibility. Additionally, students will study the various approaches to conducting strategic planning, using SWOT analysis, as well as identification of strategic issues and the formulation of strategic plans.

2k. Prerequisites, if any: AAD 150 and AAD 200

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

   If YES, enter the off campus address:

4. Frequency of Course Offering: Summer,

   Will the course be offered every year?: Yes

   If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

   If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 25-30

7. Anticipated Student Demand

   Will this course serve students primarily within the degree program?: Yes

   Will it be of interest to a significant number of students outside the degree pgm?: No

   If Yes, explain:

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

   If No, explain:

9. Course Relationship to Program(s).

   a. Is this course part of a proposed new program?: No

   If YES, name the proposed new program:

   b. Will this course be a new requirement for ANY program?: Yes

   If YES, list affected programs: BA in Arts Administration

10. Information to be Placed on Syllabus.

    a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from **10.a** above) are attached: Yes

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components?   NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE|ABRZY2|Anna W Brzyski|AAD 300 NEW College Review|20141216

SIGNATURE|JMETT2|Joanie Ett-Mims|AAD 300 NEW Undergrad Council Review|20150415

New Course Form

Generate R

Open in full window to print or save

Attachments:

| | Browse... | Upload File |

	ID	Attachment
Delete	4082	AAD 300 Rationale for New Course.docx
Delete	4863	AAD 300 Syllabus 4.15.15.pdf

First | 1 | Last

(*denotes required fields)

1. **General Information**

   a. * Submitted by the College of: FINE ARTS [▼] Submission Date: 4/15/2015

   b. * Department/Division: Arts Administration [▼]

   c.
   * Contact Person Name: Rachel Shane   Email: rachel.shane@uky.edu   Phone: 859-257-7717

   * Responsible Faculty ID (if different from Contact)   Email: Phone:

   d. * Requested Effective Date: ○ Semester following approval OR ◉ Specific Term/Year [1] Fall 2015

   e.
   Should this course be a UK Core Course? ○ Yes ◉ No

   If YES, check the areas that apply:

   ☐ Inquiry - Arts & Creativity   ☐ Composition & Communications - II

   ☐ Inquiry - Humanities   ☐ Quantitative Foundations

   ☐ Inquiry - Nat/Math/Phys Sci   ☐ Statistical Inferential Reasoning

   ☐ Inquiry - Social Sciences   ☐ U.S. Citizenship, Community, Diversity

   ☐ Composition & Communications - I ☐ Global Dynamics

2. **Designation and Description of Proposed Course.**

   a. * Will this course also be offered through Distance Learning? ○ Yes [4] ◉ No

   b. * Prefix and Number: AAD 300

   c. * Full Title: Management and Planning for the Arts

   d. Transcript Title (if full title is more than 40 characters): Management and Planning for the Arts

   e. To be Cross-Listed [2] with (Prefix and Number):

   f. * Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours[3] for each meeting pattern type.

3	Lecture		Laboratory[1]		Recitation		Discussion
	Indep. Study		Clinical		Colloquium		Practicum
	Research		Residency		Seminar		Studio
	Other	If Other, Please explain:					

   g. * Identify a grading system:
   ◉ Letter (A, B, C, etc.)
   ○ Pass/Fail
   ○ Medicine Numeric Grade (Non-medical students will receive a letter grade)
   ○ Graduate School Grade Scale

   h. * Number of credits: 3

   i. * Is this course repeatable for additional credit?   ○ Yes ◉ No
   If YES: Maximum number of credit hours:
   If YES: Will this course allow multiple registrations during the same semester? ○ Yes ○ No

j. * Course Description for Bulletin:

Arts organizations are inherently collaborative. Arts administration students need to understand the concepts and theories of leadership, management and followership in order to contribute effectively in the ever-changing and adaptive environment of arts organizations. AAD 300: Management and Planning for the Arts will explore the principles of arts management, management theory and practice, organizational structure, organizational culture and communication, decision-making and accountability, human resource management and volunteer administration, and ethics and social responsibility. Additionally, students will study the various approaches to conducting strategic planning, using SWOT analysis, as well as identification of strategic issues and the formulation of strategic plans.

k. Prerequisites, if any:

AAD 150 and AAD 200

l. Supplementary teaching component, if any: ○ Community-Based Experience ○ Service Learning ○ Both

3. * Will this course be taught off campus? ○ Yes ◉ No

If YES, enter the off campus address:

4. Frequency of Course Offering.

a. * Course will be offered (check all that apply): ☑ Fall   ☑ Spring   ☑ Summer   ☐ Winter

b. * Will the course be offered every year? ◉ Yes ○ No

If No, explain:

5. * Are facilities and personnel necessary for the proposed new course available? ◉ Yes ○ No

If No, explain:

6. * What enrollment (per section per semester) may reasonably be expected? 25-30

7. Anticipated Student Demand.

a. * Will this course serve students primarily within the degree program? ◉ Yes ○ No

b. * Will it be of interest to a significant number of students outside the degree pgm? ○ Yes ◉ No

If YES, explain:

8. * Check the category most applicable to this course:

☑ Traditional – Offered in Corresponding Departments at Universities Elsewhere
☐ Relatively New – Now Being Widely Established
☐ Not Yet Found in Many (or Any) Other Universities

9. Course Relationship to Program(s).

a. * Is this course part of a proposed new program? ○ Yes ◉ No

If YES, name the proposed new program:

b. * Will this course be a new requirement [5] for ANY program? ◉ Yes ○ No

If YES [5], list affected programs::

BA in Arts Administration

10. Information to be Placed on Syllabus.

a. * Is the course 400G or 500? ○ Yes ◉ No
If YES, the *differentiation for undergraduate and graduate students must be included* in the information required in **10.b.** You must include: (i) identi additional assignments by the graduate students; and/or (ii) establishment of different grading criteria in the course for graduate students. (See SR

b. ☑ * The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if appl **10.a** above) are attached.

[5] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
[5] The chair of the cross-listing department must sign off on the Signature Routing Log.

[1] In general, undergraduate courses are developed on the principle that one semester hour of credit represents one hour of classroom meeting per week for a semester, exclusive of any laboratory meeting. Laboratory meeting, generally, re
two hours per week for a semester for one credit hour. (from SR 5.2.1)
[2] You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
[3] In order to change a program, a program change form must also be submitted.

Rev 8/09

AAD 300: Management and Planning for the Arts
Rationale for New Course

Management and organizational planning are critical conceptual areas in arts administration. UK's program has offered Management and Planning under the AAD 402 Special Topics course on several occasions. Most BA programs in the Arts Administration have a management course as part of the required curriculum. With a restructuring of the curriculum, the faculty felt it was time to add the Management course into the required curriculum of the program. The course will be positioned in the sequencing structure during a student's sophomore year prior to taking marketing and fundraising. This course will provide students the institutional context for how these functional areas work within an arts organization.

This will be a new required course in the BA in Arts Administration.

AAD 300: MANAGEMENT AND PLANNING FOR THE ARTS SYLLABUS

INSTRUCTOR INFORMATION

Credit Hours:	3	**Instructor:**	Dr. G. Maschio
Term:	Fall 2015	**Office:**	206a Fine Arts
Classroom:	To be announced	**Office Hours:**	MW 1:30-3pm and by appointment
Class Hours:	MWF 10:00—10:50	**Phone:**	859.257.8201
		Email:	g.maschio@uky.edu

COURSE DESCRIPTION

Arts organizations are inherently collaborative. Arts administration students need to understand the concepts and theories of leadership, management and followership in order to contribute effectively in the ever-changing and adaptive environment of arts organizations. *AAD 300: Management and Planning for the Arts* will explore the principles of arts management, management theory and practice, organizational structure, organizational culture and communication, decision-making and accountability, human resource management and volunteer administration, and ethics and social responsibility. Additionally, students will study the various approaches to conducting strategic planning, using SWOT analysis, as well as identification of strategic issues and the formulation of strategic plans.

STUDENT LEARNING OUTCOMES

Upon completing this course, students will be able to:
- Distinguish between organizational structures (for-profit, nonprofit, public, hybrid) of arts organizations
- Differentiate management theories and apply theory to specific cases
- Develop communication skills appropriate to the workplace
- Analyze decisions and formulate decisions that effectively address workplace, problems and situations
- Evaluate human resource protocols (e.g. hiring and firing practices)
- Assess an organization's use of its employees and volunteers
- Apply ethical standards to decisions and actions
- Conduct SWOT analysis and formulate strategic plans

PREREQUISITES: AAD 150 and AAD 200

TEXTS: Michael M. Kaiser, *The Art of the Turnaround*
Michael Allison and Jude Kaye, *Strategic Planning for Nonprofits*
Peter Drucker, *Managing the Nonprofit Organization*

TENTATIVE SCHEDULE

WK 1:   What is a Nonprofit? Federal and State Laws
WK 2:   Management Theories
WK 3:   Organizational Structures
WK 4:   Organizational Culture
WK 5:   Board of Directors
WK 6:   Communication and Conflict
WK 7:   Managing employees
WK 8:   Managing volunteers
WK 9:   Managing yourself
WK 10: Ethics & accountability
WK 11: Operations management
WK 12: Strategic Planning
WK 13: Strengths, Weakness, Opportunities and Threats (SWOT) Analysis
WK 14: Strategic Planning
WK 15: Strategic Action & Decision-Making

ASSIGNMENTS and point values

Written analysis of 5 case studies (3-5 pages each)   20 pts each for 100 pts
SWOT Analysis and Strategic Plan (7-10 pages)   100
Midterm and Final Exams   50 pts each for   100

A= 300-260, B = 259-219, C =218-178, D = 177-137, E = 136 --

Midterm grades will be posted as required.

GRADING SCALE

Letter Grade:	A
Characterization:	Excellent
Explanation:	The student's work is of outstanding quality according to the criteria established for evaluation. The work is professional, executed at the highest level, and is fully finished while demonstrating a full understanding and command of Web design concepts. The student regularly engages in discussions by bringing ideas and questions to the table, as well as adding to the established conversation.
Range:	90 to 100 percent
Letter Grade:	B
Characterization:	Good
Explanation:	The student's work is of above average quality according to evaluation criteria. The work is professional, executed at an above average level, and is fully finished while demonstrating knowledge and a good understanding of Web design concepts. The student engages in discussions by adding thoughtful commentary to the established conversation.
Range:	80 to 89 percent
Letter Grade:	C
Characterization:	Average
Explanation:	The student's work is of satisfactory or adequate quality according to evaluation criteria. The work meets the requirements, but demonstrates little effort, skill, or understanding of Web design concepts. The student engages in most discussions, but not adding

	new or different commentary to the established conversation.
Range:	70 to 79 percent
Letter Grade:	D
Characterization:	Poor
Explanation:	The student's work barely meets requirements, demonstrates little effort, skill, or understanding of Web design concepts. The student engages in some discussions, but does not add anything new or different commentary to the established conversation.
Range:	60 to 69 percent
Letter Grade:	E
Characterization:	Failing
Explanation:	The student does not complete the work and does not engage in discussions. The work is clearly of unacceptable quality according to the evaluation criteria.
Range:	0 to 59 percent

COURSE POLICIES

Attendance

Attendance for the course is mandatory. Unexcused absences will impact a student's attendance grade (5% of final grade) according to the following criteria:

Number of Unexcused Absences	Grade
0-1	100
2	90
3	80
4	70
5	60
6	50
7+	0

NOTE: Students are expected to withdraw from the class if more than 8 or 20% of the classes scheduled for the semester are missed **(excused or unexcused)** per university policy.

Excused Absences
Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences:

(a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Verification of Absences
Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family.

Appropriate notification of absences due to university-related trips is required prior to the absence.

Late Submissions

Assignments that are submitted anytime after class starts on the due date are considered late. There is a 10-point deduction for each day an assignment is late. Assignments that are seven or more days late will receive a grade of "0."

Number of Days Late	Late Penalty	Highest Grade Possible
1	-10	90%
2	-20	80%
3	-30	70%
4	-40	60%
5	-50	50%
6	-60	40%
7 or more days late	0	0%

Students must contact the instructor within one full week after an **excused absence** regarding the make-up of missed work.

There are no late grades for tests or quizzes. If a student misses a test or quiz (except for a qualifying excused absence), he or she will receive a grade of "0" for the test/quiz. Make-ups will be given at a mutually convenient time and only for official excused absences.

ACADEMIC INTEGRITY

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: http://www.uky.edu/Ombud. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work that a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Accommodations due to disability
If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

CLASS DECORUM AND RULES

I expect all students to be respectful of each other and the opinions expressed in this class. This is particularly important as we may be discussing issues and ideas that may elicit a variety of opinions and responses.

I also expect that electronic devices will be used for class material only and not for social networking purposes.

Should you need to conduct a conversation with someone in class or electronically, please do so outside of this class. "Side" conversations are distracting in whatever form.