

RECEIVED

APR 15 2015

OFFICE OF THE  
SENATE COUNCIL**1. General Information**

1a. Submitted by the College of: FINE ARTS

Date Submitted: 4/7/2015

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<sup>1</sup> 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 370

2c. Full Title: Financial Management for Arts Organizations II

2d. Transcript Title:

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: Financial management is a core function within the management of cultural and arts organizations. It is the foundation upon which the resources (human, physical, and financial) of any organization are maintained and monitored. In the nonprofit sector, the relationship of "mission to money" is an important conceptual framework, and must be understood by arts managers. Financial analysis is an essential requisite for sound strategic planning and governance, and managers of nonprofit arts organizations are the source of financial information. AAD 370: Financial Management for Arts Organizations II is the second of the two financial management courses that will guide students through the key conceptual areas of financial management. Part II includes creating mission-driven budgets, developing cost-benefit analyses, managing cash flow, endowment and capital management, and understanding the use and purpose of economic impact studies.

2k. Prerequisites, if any: AAD 350

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

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?: 20-30

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: Relatively New – Now Being Widely Established,

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 370 NEW College Review|20141201

SIGNATURE|JMETT2|Joanie Ett-Mims|AAD 370 NEW Undergrad Council Review|20150415

## New Course Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

Generate R

[Open in full window to print or save](#)

Attachments:

Upload File

	ID	Attachment
Delete	4066	AAD 370 Rationale for New Course.docx
Delete	4867	AAD 370 Financial Management II Syllabus 4.15.15.p

1

(\*denotes required fields)

1. General Information

- a. \* Submitted by the College of:  Submission Date:
- b. \* Department/Division:
- c.
- \* Contact Person Name:  Email:  Phone:
- \* Responsible Faculty ID (if different from Contact):  Email:  Phone:
- d. \* Requested Effective Date:  Semester following approval OR  Specific Term/Year
- 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  No
- b. \* Prefix and Number:
- c. \* Full Title:
- d. Transcript Title (if full title is more than 40 characters):
- e. To be Cross-Listed <sup>2</sup> with (Prefix and Number):
- f. \* Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours<sup>3</sup> for each meeting pattern type.
- |                                        |                                                |                                 |                                 |
|----------------------------------------|------------------------------------------------|---------------------------------|---------------------------------|
| <input type="text" value="3"/> Lecture | <input type="text"/> Laboratory <sup>1</sup>   | <input type="text"/> Recitation | <input type="text"/> Discussion |
| <input type="text"/> Indep. Study      | <input type="text"/> Clinical                  | <input type="text"/> Colloquium | <input type="text"/> Practicum  |
| <input type="text"/> Research          | <input type="text"/> Residency                 | <input type="text"/> Seminar    | <input type="text"/> Studio     |
| <input type="text"/> Other             | If Other, Please explain: <input type="text"/> |                                 |                                 |
- 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:
- 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:

Financial management is a core function within the management of cultural and arts organizations. It is the foundation upon which the resources (human, physical, and financial) of any organization are maintained and monitored. In the nonprofit sector, the relationship of "mission to money" is an important conceptual framework, and must be understood by arts managers. Financial analysis is an essential requisite for sound strategic planning and governance, and managers of nonprofit arts organizations are the source of financial information.

AAD 370: Financial Management for Arts Organizations II is the second of the two financial management courses that will guide students through the key conceptual areas of financial management. Part II includes creating mission-driven budgets, developing cost-benefit analyses, managing cash flow, endowment and capital management, and understanding the use and purpose of economic impact studies.

## k. Prerequisites, if any:

AAD 350

l. Supplementary teaching component, if any:  Community-Based Experience  Service Learning  Both3. \* 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? 20-30

## 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 <sup>2</sup> for ANY program?  Yes  No

If YES <sup>2</sup>, 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) identify 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 applicable 10.a above) are attached.

<sup>1</sup> Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.  
<sup>2</sup> The chair of the cross-listing department must sign off on the Signature Routing Log

- ▣ 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, are two hours per week for a semester for one credit hour. (from SR 5.2.1)
- ▣ You must also submit the Distance Learning Form in order for the proposed course to be considered for DL delivery.
- ▣ In order to change a program, a program change form must also be submitted.

Rev 8/09

## **AAD 370: Financial Management for Arts Organizations II Rationale for New Course**

Currently, students in the BA in Arts Administration program are required to take AAD 350 Financial Management for Arts Organizations. This course covers many critical topics in financial management. However, we have found that it just isn't long enough to cover everything that the faculty believes are necessary for arts administrators. Therefore, we have created a two course series that divides the course content and expands areas that needed greater coverage.

This change came as a result of our strategic planning this summer. The team spent many hours discussing the issue of preparing our students to be financially competent yet with the awareness that our students do not go on to be financial managers or accounts for arts organizations. We reevaluated our entire curriculum, compared our curriculum to Association of Arts Administration Educators' Standards for Undergraduate Education and other arts administration undergraduate programs. Ultimately, we determined that by expanding our own financial management series into two required courses instead of one and adjusting the learning outcome of those courses, we would be able to provide the necessary elements of accounting and economics in conjunction with other relevant topics. Therefore, we also decided in our program change to remove the ACC and ECO required courses.

In AAD 350, we cover accounting basics, solvency and liquidity ratios as well as reading financial statements, tax forms and nonprofit benchmarking analysis tools. In AAD 370, students will be getting in depth into budgets, time value of money, economic impact and other economic theory.

Thus, while our program change removes the ACC and ECO courses, our students will have exposure to both accounting and economics. However, we will be addressing these topics within the context of nonprofit arts organizations, which we strongly believe will make these courses more relatable for our students and help them be more successful in learning the content.

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