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Centre for Studies in Arts and Culture

announces a new program for 2011:

Concentration in Cultural Management

The Concentration in Cultural Management, a new collaboration with the highly-regarded Faculty of Business, is proposed to begin in the autumn of 2011. This is the ideal program for students who seek to graduate with employable skills as Cultural Managers in diverse fields of arts and culture, including music, the visual arts and dramatic arts.

Together with their interdisciplinary or single-discipline studies in arts and culture students may pursue service-learning or practicum experiences with professionals and organizations in the Niagara Region.

Required upper-level courses taken at the Centre for Studies in Arts and Culture include Arts Management; Arts, Heritage and Culture: Public Policy and Governance; Producing a Performance Event, or Creating social value from material culture.

The courses taken at the Faculty of Business include Principles of Business, Marketing Basics, General Marketing Management, Basics of Organizational Behaviour and Design, Basics of Human Resources Management and Industrial Relations, Entrepreneurship Basics, and Introduction to Personal Financial Planning.

The proposed program for years one to four is as follows:

Concentration in Cultural Management

Students may earn a Concentration in Cultural Management by successfully completing the following courses as part of the academic work leading to a BA (Honours) in Studies in Arts and Culture:

STAC 4F40 and 4P68, 3P93 or 4P01
MGMT 1P93, MKTG 2P51, MKTG 2P52, OBHR 2P51, OBHR 2P52, ENTR 2P51, FNCE 2P50
1.5 credits from ENTR/MKTG/OBHR

BA (Honours) in Studies in Arts and Culture
Concentration in Cultural Management

Year 1
- Two and a half credits from STAC 1P95, CANA 1F91, DART 1F93, 1F95, IASC 1P02, MUSI 1F00, 1F10, VISA 1Q98 and 1Q99
- COMM 1F90 or FILM 1F94
- MGMT 1P93
- one Sciences context credit or one Social Sciences context credit

Year 2
- One and one-half credits from STAC 2P61, 2P93, 2P94, CANA 2P91, 2P92, DART 2F94, 2P96 and 2P97, IASC 2P60, PEKN 2P06, VISA 2F05, 2P26, 2P27, 2P50, 2P51, 2P52, 2P53, 2P90, 2Q98
- one credit from COMM 2F92, 2P54, 2P56, FILM 2P94, PCUL 2P20, 2P21 (see program note 2)
- MKTG 2P51, MKTG 2P52, ENTR 2P51 or FNCE 2P50
- the Sciences context credit or Social Sciences context credit not taken in year 1

Year 3
- two credits from STAC 3P01, 3P14, 3P92, 3P93, 3P95, 3P96, 3P97, 3P98, 3P99, 3Q90, 4P01, CANA 3P15, 3P17, DART 3F94, MUSI 3P95, PEKN 3P06, VISA 3F01, 3P05, 3P06, VISA 3P41 and 3P42, VISA 3P50
- one credit from STAC 3M00-3M09, FILM 2P91, 3P20, 3P21, 3P91, FILM 3P93 and 3P95, FILM 3P97 and 3P98
- OBHR 2P51, OBHR 2P52, ENTR 2P51 or FNCE 2P50 (if not taken in Year 2)
- One half elective credit (see program note 1)

Year 4
- STAC 4F40 and 4P68
- STAC 3P93 or 4P01
- One and one half credits from STAC 3M00-3M09, 3P92, 3P93, 3P95, 3P96, 3P97, 3P98, 3P99, 3Q90, 3V90-3V99, 4F41, 4F99, 4V70-4V79, 4P01, 4P90, COMM 3P92, DART 4F90, FILM 3P93 and 3P95, FILM 3P97 and 3P98, FILM 4P30, 4P31, 4P34, HIST 3F90, MUSI 3P95, PCUL 3P96, VISA 3P90, 3P91, 3V95-3V99, 4V70-4V79
- One and one half credits from ENTR/MKTG/OBHR

Selected courses:

*STAC 3P93
Producing a Performance Event
(also offered as DART 3P93)
Functions of management: planning, organizing, leading and controlling in creation of performance-based cultural event. Budget development, site selection and development, coordination of creative and production priorities, marketing, publicity and fund-raising, analysis of measurement tools.
Lectures, lab, 4 hours per week
Restriction: Students must have a minimum of 10.0 overall credits.
Prerequisite(s): Permission of the instructor

*STAC 4F40
Arts Management
(also offered as DART 4F40 and VISA 4F40)
Effective management of arts organizations to fulfill social and artistic mandates.
Seminar, 3 hours per week.
Restriction: open to STAC, DART (single or combined), VISA (single or combined) and VISA (Honours)/BEd (Intermediate/Senior) majors until date specified in Registration guide. Students must have
a minimum of 10.0 overall credits.
Note: materials fee may be required.

*STAC 4P01
Creating social value from material culture
(also offered as IASC 4P01)
Theory and practice of creating social value from material culture. Curatorial and interpretive practise in public institutions focusing on art, human and natural history, and science and technology. Informal learning theory, authority structures and community engagement, audience segmentation and selection, exhibit design, collections development within social and political contexts.
Lectures, seminar, 3 hours per week
Restriction: students must have a minimum 10.0 overall credits or permission of the instructor.
Note: event attendance may be required; events fees may be required.

*STAC 4P68
Arts, Heritage and Culture: Public Policy and Governance
(also offered as DART 4P68 and VISA 4P68)
Examination of federal, provincial and municipal intervention in and support for the fine and performing arts and their cultural production. Strategies for effective engagement of policy through governance and philanthropy.
Lectures, seminar, 3 hours per week.
Restriction: open to STAC, DART (single or combined), VISA (single or combined) and VISA (Honours)/BEd (Intermediate/Senior) majors until date specified in Registration guide. Students must have a minimum of 14.0 overall credits.
Note: materials fee may be required.

FNCE 2P50
Introduction to Personal Financial Planning
Financial goal setting, evaluating the financial implications of goals, preparation and analysis of personal financial statements, understanding personal credit and debt; emphasis on mortgage borrowing, investment alternatives for individuals and families, personal taxes, basic insurance products desired for family protection, financial planning in retirement and estate planning.
Lectures, case discussion, 3 hours per week.
Restriction: not open to BAcc, BBA, BBE, BCB and combined Business majors.
Note: enrolment limited to 45 students per section.
Completion of this course will replace previous assigned grade and credit obtained in FNCE 2P95.

MGMT 1P93
Principles of Business
Issues relating to managing businesses in Canada. The definition and interaction of the core functional areas of business, the legal environment and ethical issues.
Lectures, seminar, 3 hours per week.
Restriction: open to BBA, BCB and combined Business majors. In Winter Term, open to BBA, BCB and combined Business majors with a minimum of 2.0 overall credits.
Note: BAcc students with less than 10.0 credits may register. Contact Department.
Completion of this course will replace previous assigned grade and credit obtained in MGMT 1P51, 1P52, 1P91 and 1P92.

MKTG 2P51
Marketing Basics
Introduction to basics of marketing.
Lectures, 3 hours per week.
Restriction: open to CSBC majors and Business minors until date specified in Registration guide. Not open to BAcc, BBA, BBE, SPMA and combined Business majors.
Prerequisite(s): MGMT 1P51or 1P93.
Completion of this course will replace previous assigned grade and credit obtained in MKTG 2P91, RECL(TOUR) 3P40 and SPMA 3P65.

MKTG 2P52
General Marketing Management
Exploring the marketing management process.
Lectures, 3 hours per week.
Restriction: open to CSBC majors until date specified in Registration guide. Not open to BAcc, BBA, BBE, SPMA and combined Business majors.
Prerequisite(s): MKTG 2P51.
Completion of this course will replace previous assigned grade and credit obtained in MKTG 2P91, MKTG 3P24, MKTG (OEVI) 4P92, OEVI 4V92, RECL (TOUR) 3P40 and SPMA 3P65.

OBHR 2P51
Basics of Organizational Behaviour and Design
Micro and macro aspects of formal organizations from a behavioural perspective. Theories, research and current practices in the management of human resources and the design of organizations. Topics include motivation, leadership, group dynamics, organizational goals and effectiveness, environment and other contingencies and organizational culture.
Lectures, case discussion, 3 hours per week.
Restriction: open to CSBC majors and Business minors until specified date in Registration guide. Not open to BAcc, BBA, SPMA and combined Business majors.
Prerequisite(s): MGMT 1P51 or 1P93.
Completion of this course will replace previous assigned grade and credit obtained in OBHR 2P91, 3P42, RECL 2P10, 2P90, 3P10, 3P20, SPMA 2P05, 2P21 and 3P21.

OBHR 2P52
Basics of Human Resources Management and Industrial Relations
Human resource management and industrial relations in the workplace. Importance of legislation and its relationship to rights and to various systems associated with both human resource management and employee's industrial relations.
Lectures, case discussion, 3 hours per week.
Restriction: open to CSBC majors until date specified in Registration guide. Not open to BAcc, BBA, BBE, BCB, SPMA and combined Business majors.
Prerequisite(s): OBHR 2P51 or 2P91.
Students will not receive earned credit for OBHR 2P52 if OBHR 3P96, 3P97 or 4P63 have been successfully completed. Completion of this course will replace previous assigned grade and credit obtained in RECL 2P10, 2P90, 3P10, 3P20, SPMA 2P05 and 2P21.

ENTR 2P51
Entrepreneurship Basics
Entrepreneurs and the new venture creation process: attributes of entrepreneurs and the processes involved in successfully launching new enterprises.
Lectures, discussion, 3 hours per week.
Restriction: open to SPMA majors and Business minors until date specified in Registration guide. Students must hold a minimum 3.0 overall credits. Not open to BBA and BAcc majors.
Completion of this course will replace previous assigned grade and credit obtained in ENTR 2P91 and 3P45.

/dv 07.11.10