

THE UNIVERSITY OF NORTH CAROLINA AT ASHEVILLE
FACULTY SENATE

Senate Document Number 2119S
Date of Senate Approval 03/07/19

Statement of Faculty Senate Action:

APC Document 15 (IST-AME): Change course requirements in the Arts Management and Entrepreneurship (AME) major concentration and minor within Interdisciplinary Studies

Effective Date: Fall 2019

1. Delete: On page 183, item I, **Required courses for the major:**

- I. Required courses for the major – at least 29 credit hours: ACCT 215; ARTS 310 (designated Sections); ECON 306; IST 200; LANG 354 or NM 231; MGMT 130, 250, 300, 366.

Add: On page 183, in place of deleted entry:

- I. Required courses for the major – at least 29 credit hours: ACCT 215; ARTS 310; ECON 306; IST 200; LANG 354 or NM 231; MGMT 130, 250, 300, 366.

2. Delete: On page 184, under **Minor in Arts Management and Entrepreneurship:**

Required courses for the minor—24 hours: ACCT 215; ARTS 310 (designated topics); IST 200; MGMT 130, 250 and 366; and at least 6 credit hours from the courses listed below. Note: electives courses may not be used to complete the course requirements for any other major or minor.

University-wide minimum requirements for a minor: 1) one half of the hours required for a minor must be completed in residence at UNCA Asheville, to include at least 6 hours at the 300-400 level; 2) students must have a cumulative grade-point-average of at least 2.0 on minor courses taken at UNC Asheville.

ARTH	420	Museum Studies (4)
DRAM	220	Stage Management (2)
ECON	101	Principles of Macroeconomics (3)
ECON	102	Principles of Microeconomics (3)
ECON	306	Managerial Finance (3)
LANG	354	Professional Writing (4)
MCOM	104	Media, Ethics and Society (4)
MCOM	201	Basic Journalism (4)
MCOM	293	Mass Media Workshop (designated topics) (4)
MCOM	294	Mass Media Workshop (designated topics) (4)
MCOM	295	Mass Media Workshop (designated topics) (4)
MCOM	393	Issues in Media Studies (designated topics) (4)
MCOM	394	Issues in Media Studies (designated topics) (4)
MCOM	395	Issues in Media Studies (designated topics) (4)

MGMT	230	Organizational Behavior and Theory (4)
MGMT	300	Legal and Ethical Environment (4)
MUSC	382	Music Industry and Business I (3)
MUSC	383	Music Industry and Business II (3)
NM	101	Design Principles (4)
NM	231	Introductory Interactive Media (4)

2. Add: On page 184, in place of deleted entry:

Required courses for the minor – at least 22 credit hours: ACCT 215; ARTS 310; IST 200; and MGMT 130, 250, and 366; and at least 4 credit hours from the courses listed below. Note elective courses may not be used to complete the course requirements for any other major or minor.

University-wide minimum requirements for a minor: 1) one half of the hours required for a minor must be completed in residence at UNCA Asheville, to include at least 6 hours at the 300-400 level; 2) students must have a cumulative grade-point-average of at least 2.0 on minor courses taken at UNC Asheville.

ARTH	420	Museum Studies (4)
DRAM	220	Stage Management (2)
ECON	101	Principles of Macroeconomics (3)
ECON	102	Principles of Microeconomics (3)
ECON	306	Managerial Finance (3)
LANG	354	Professional Writing (4)
MCOM	104	Media, Ethics and Society (4)
MCOM	201	Basic Journalism (4)
MCOM	293	Mass Media Workshop (designated topics) (4)
MCOM	294	Mass Media Workshop (designated topics) (4)
MCOM	295	Mass Media Workshop (designated topics) (4)
MCOM	393	Issues in Media Studies (designated topics) (4)
MCOM	394	Issues in Media Studies (designated topics) (4)
MCOM	395	Issues in Media Studies (designated topics) (4)
MGMT	230	Organizational Behavior and Theory (4)
MGMT	300	Legal and Ethical Environment (4)
MGMT	368	Digital and Social Media Marketing (2)
MUSC	382	Music Industry and Business I (3)
MUSC	383	Music Industry and Business II (3)
NM	101	Design Principles (4)
NM	231	Introductory Interactive Media (4)

Impact: Changing the required elective hours from 6 to 4 reduces the required total hours for the minor to 22, the original number of required hours prior to Management deleting MGMT 360 (2 credits-required for the minor) and 363 (2 credits), effective Fall 2018, and replacing them with a 4 credit course, MGMT 366.

The Management department Chair, Micheal Stratton, has given his support of both the MGMT 366 course changes and the addition of the MGMT 368 course within the list of elective options. Dr. Stratton acknowledges that there might be a slight increase in enrollments in MGMT 366 now that it is required of both majors and minors. Currently the AME program has approximately 14 majors and 4 minors, so the impact of change on this course attendance from the declared minors is very small.

The ARTS 310 selective choice impact is a positive one. This provides students with more choice within the ARTS 310 classes. In order to continue providing enough sections of ARTS 310 consistently for our students, it seems wise to open up this option within the AME curriculum to more course topics as

the curriculum adjusts over the years. The Arts & Ideas Program Director, and current Director of the AME Program, Laura Bond, proposed this curriculum change and concurs with these revisions.

Rationale: Last year the Management department made changes in their course curriculum requiring revisions in the AME program curriculum. The 2.0 credit courses of MGMT 360 and 363 no longer exist, and a new 4.0 credit course, MGMT 366: Entrepreneurship, has been created to replace them. The proposed revisions to the AME major and minor curriculum allow for students to still learn this important curricular content without adding additional credit hours. The reduction in Elective credit hours in the minor from 6 to 4 and adding the wording of “a minimum of” to the description still ensures that students will take at least one course in their area of interest, and are encouraged to take more if their schedule allows.

After a year of advising AME students it was determined that providing a larger selection of the ARTS 310 classes would be more beneficial to the students and give students more choices as the curriculum changes. Unfortunately, this change is also coming out of necessity as we are now limited to the number of adjunct hires within the next year. Some of the faculty teaching the designated courses are adjuncts. The Arts & Ideas Program recently lost one of its Adjunct faculty, Bobbie Pell, to the adjunct faculty cut-backs, and Bobbie taught the Artist as Visionary course currently listed as one of the designated AME ARTS classes. We also learned that the course, The Arts and Being Human, may not be offered again in the future due to changes in Lecturer Ann Dunn’s teaching assignments for the future. Additionally, the lack of adjunct support in other departments could be pulling full time faculty back to their departments and away from teaching some of the designated ARTS 310 classes. The Visual Culture course is not available this year either and was explained that full time faculty member Carrie Tomberline was needed in her department to cover courses and changes made due to the Art Department’s move off campus during the building renovations. All these changes have seriously reduced the ARTS 310 course options on the original designated list of recommended classes and no longer provides a reasonable rotation of availability. Opening up the selection of ARTS 310 course to any ARTS 310 class provided allows for greater course availability, choice, and administrative flexibility.

When the AME program was proposed and approved by Faculty Senate our faculty team designing the curriculum was quite specific about the importance of the curriculum including an interdisciplinary arts course to ensure that students learned about the importance of the arts through the lens of multiple arts disciplines. In order to ensure this, we included the ARTS 310 course, which is different from the overall UNCA LAC Arts requirement. When the program was conceived it was believed to be a good practice to list specific courses within ARTS 310 that were considered best fits for the program, not because they taught arts management and entrepreneurship, but because they seemed to ensure this interdisciplinary arts pedagogy that we felt was so important to the curriculum. However, now that some of those courses are in jeopardy of not being listed as frequently in the future or at all, we are recognizing that we could just as confidently rely on the course description for ARTS 310 which does actually help ensure this AME curriculum need.

[ARTS 310 Course Description](#)

Arts and Ideas is an interdisciplinary course that introduces a student to the creative process using a number of artistic disciplines such as dance, drama, film and video, literature, music, new media and the visual arts. This class can include a mixture of readings, examination of artworks, attendance at outside performances and events, lectures, classroom presentations and performances, informal discussion and development of written responses. Some sections of this course may also utilize class contact hours for the process of making and presenting art. Each section will have a specific topic that will serve as the focus of the semester. May be repeated three times as content varies. Prerequisite: 30 earned hours (sophomore standing). Fall and Spring.

[LAC Arts Requirement Description](#)

ARTS courses for the Arts and Ideas requirement examine the significance of the arts in the human experience, the cultural context of creative composition and performance, the foundations of aesthetic

values, and the communicative function of the arts. In addition to stand-alone ARTS courses (excluding Liberal Arts Colloquia), many courses across the curriculum satisfy this requirement.

For further clarification concerning the ARTS 310 course requirement, below are some explanations for how the ARTS 310 course could be considered a curricular course requirement, and is different from the overall UNCA LAC Arts Requirement:

- This is a similar curriculum requirement to majors that require a particular course (math, for example) that provides a specific curricular need in a major, but that course also satisfies the UNCA LAC Quantitative Perspectives requirement.
- ARTS 310 is a specific course, with its own unique course description that does indeed satisfy the curriculum needs of the AME program, and also satisfies the UNCA LAC Arts requirement.
- The LAC Arts requirement is worded differently than the ARTS 310 course. These courses offer a broad selection of classes and topics, much like the long list of courses that can satisfy the Social Science, Diversity Intensive, and Quantitative Perspectives LAC requirements. The [ARTS designated class list](#) is rich with choices of classes to take, which was a particular goal set back in 2007 soon after the ARTS requirement changed from simply requiring ARTS 310 and opening up the course offerings across the campus and within various disciplines. Throughout the last 11 years the program has grown significantly to a current offering of 23 different programs contributing over 100 topics, and courses ranging from 1-4 credits each.