

THE UNIVERSITY OF NORTH CAROLINA ASHEVILLE

FACULTY SENATE

Senate Document Number SD4624S

Date of Senate Approval 04/04/2024

Statement of Faculty Senate Action:

APC Document 39 (AME): **Change Course Title, and Description for AME 420**

Effective Date: Fall 2024

1. **Delete:** On page 200, the entry for **AME 420, Arts Management and Entrepreneurship Seminar:**

420 Arts Management and Entrepreneurship Seminar (4)

This seminar style course will explore the interdisciplinary nature of Arts Management and Entrepreneurship through discussions, writing, presentation projects, and guest speakers. Prerequisite: permission of instructor. See Arts Management and Entrepreneurship director.

Add: On page 200, in place of deleted entry:

420 Arts and Markets Seminar (4)

This seminar style course explores the interdisciplinary nature of Arts and Markets through readings, discussions, writing, and presentations. Students will be encouraged to visualize, articulate, and demonstrate how they can prepare for a successful career in the arts, as artists, arts entrepreneurs, managers, or leaders. Students will connect their arts interests with career goals through various documentations and presentations, and by shadowing professionals in arts organizations, creative businesses, or with working artists. They will apply the tools they have accumulated throughout their studies in the program to navigate business and legal challenges in the arts. Meanwhile they will innovate, market, and monetize their creative ideas to gain valuable current knowledge in the field and demonstrate how they can successfully relate their arts to current markets. Prerequisite: permission of instructor. Spring.

Impact: We see no negative impact concerning this change. There are multiple positive impacts around this change concerning improved name alignment between the course name and the program name change and better clarity in the course content description that aligns more clearly with what has been provided within the course in the past and currently, while matching the overall program description's promised deliverables.

Student Learning Outcomes

After the successful completion of this course, you should be able to:

- Recognize issues in arts business and plot out solutions to problems
- Know more about yourself and your individual goals in arts management
- Gain in knowledge of arts fields by talking with area professionals
- Have successfully completed building an individual Word Press website, through classroom support and work in the media services division in Ramsey Library
- Successfully complete a business budget that reflects expenses and income of an arts organization or individual arts or arts-related business

AME 420 is a required capstone senior seminar course for all declared Arts Management and Entrepreneurship concentration students. The course is offered every spring semester and typically 5 or 6 students on average require the course each year as the AME program currently has anywhere from 16-20 declared majors.

The course has been taught predominantly by Professor Melodie Galloway, who was consulted throughout this title name change and content description adjustment. Professor Laura Bond is also a standby instructor who is prepared to teach the course if Dr. Galloway is not available and was involved in reviewing and writing this proposal. Department Chairs and the Dean of Social Sciences were also provided with the opportunity to review and provide input on these proposed changes.

Rationale: The course title has been changed to align with the new program name change. The course description has been updated to better align with and more accurately describe the course content that has evolved over the years within the seminar. In the past, internships were managed separately, which caused resource problems and scheduling challenges and delayed graduation rates. The internship requirement was dropped in 2020 from the program (Senate Document # SD0320F) when we realized that the instructor of the seminar course was interested in having students conduct professional shadowing as part of the course experience. It was acknowledged that this was a better solution for the professional connection experience between students and artists and other professionals in the community and through carefully selected and monitored online experiences this became a formal change through APC and Faculty Senate. However, the course description for the seminar was never updated to include a description of this inclusion. This new content description simply provides greater transparency for what is actually occurring within our program and provides clearer alignment between the course curriculum and the program description of promised deliverables.