![Capilano University logo](CAPILANO UNIVERSITY)

COURSE OUTLINE	
TERM: Fall 2024	**COURSE NO:** AEM 140
INSTRUCTOR:	**COURSE TITLE:** Introduction to Creative & Cultural Industries Management
OFFICE: **LOCAL:** **E-MAIL:** @capilanou.ca	**SECTION NO(S):** **CREDITS:** 3
OFFICE HOURS:	
COURSE WEBSITE:	

Capilano University acknowledges with respect the Lil̓wat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT
Three hours of class time, plus an additional hour delivered online or through other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES/CO-REQUISITES
None

CALENDAR DESCRIPTION
This course examines the Creative & Cultural Industries Management field, including types of creative industries, career options, and current issues in arts management. Students will also reflect upon their career goals and create preliminary plans for attaining them.

REQUIRED TEXTS AND/OR RESOURCES
The instructor will provide resource materials. Check eLearn for readings.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:
- Name the types of creative/cultural industries and describe the workflow of each
- Differentiate the unique characteristics of creative/cultural industries from other economic industries
- Identify general principles of managing creative/cultural industries
- Recognize present-day issues particular to the field of creative/cultural industries administration
- Compare and contrast proposed solutions to present-day arts management challenges
- Describe the differences between managing not-for-profit organizations and for-profit businesses
- Critique a plan for managing a creative/cultural organization

COURSE CONTENT

Time spent on each topic may vary. Please consult the course syllabus for more details.

Topic
Overview of the Creative/Cultural Industries
Performance and Celebration: Performing Arts/Music; Festivals, Fairs and Feasts
Digital and Interactive Media: Media/Animation/Film and TV
Digital and Interactive Media: Streaming Entertainment; Esports
Digital and Interactive Media: Other Interactive Media; User Interface Design
Cultural and Natural Heritage: Digital Cultural Heritage; Indigenous Cultural Heritage
Visual Arts and Crafts: Museums and Commercial Art Galleries
Design and Creative Services: Fashion Design; Graphic Design
Design and Creative Services: Landscape Design, Interior Design, Architectural Services; Advertising Services, Books and Press
Managing in the Creative/Cultural Industries
Issues, Challenges, and Trends in the Creative/Cultural Industries

EVALUATION PROFILE

In-Class Exercises	5 – 30%
Assignments	10 – 50%
Exams	0 – 15%
Project	0 – 30%
Course Learning Portfolio	10 – 20%
TOTAL	**100%**

*No single assessment will be worth more than 35% without Dean's approval.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the time and date listed on eLearn. If you anticipate handing in an assignment late, please consult with your instructor beforehand. Late penalties for assignments will be indicated on individual assignment rubrics.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Please consult with your instructor. Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to arrive on time and attend all classes and associated activities, except in case of illness or other emergency. If you are having issues, please speak to your instructor.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors.

Electronic Devices
Students are expected to use electronic devices during class for course-related purposes only. An instructor may ask for devices to be put away if they become a distraction to other students or interfere with classroom learning.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: https://www.capilanou.ca/student-services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)
Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)
Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: https://www.capilanou.ca/about-capu/governance/policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:
- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct
All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.