



# CAPILANO UNIVERSITY

COURSE OUTLINE		
<b>TERM:</b> Fall 2024	<b>COURSE NO:</b> AEM 135	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Principles and Practices in Arts & Entertainment Management	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Liłwat7úl (Lil'wat), x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), shíshálh (Sechelt), Sk̓wx̓wú7mesh (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 principles and practices of arts and entertainment management, including organizational structures, human resource management, decision-making approaches, culture creation, and strategic planning. Students will explore the ethical considerations of leading a values-based arts and entertainment organization and how the cultural context both informs and is affected by the organization's mission, vision, structure, and planning. Students will examine and analyze these principles to create holistic self-care plans that integrate their personal values, strengths, and goals.

## REQUIRED TEXTS AND/OR RESOURCES

Albarran, Alan B. (2017). Management of electronic and digital media. Wadsworth.  
Walter, Carla (2015). Arts management: An entrepreneurship approach. Routledge.

Additional readings and other resources will be provided on eLearn.

## COURSE STUDENT LEARNING OUTCOMES

**On successful completion of this course, students will be able to do the following:**

- Explain the application of management theory and organizational structure theory in art and entertainment organizations

- Differentiate between business models and practices appropriate for various types of arts and entertainment organizations
- Discuss aspects of personnel management including recruitment and hiring, training, performance reviews, promotions, termination, and legal and ethical issues
- Discuss the role ethics plays in managing arts and entertainment organizations, including how organizations use ethical codes of conduct and mission statements to define ethical principles
- Correlate personal strengths and preferences to employment opportunities
- Develop a plan for self-care in the workplace

## COURSE CONTENT

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

Topics
The Business of Arts and Culture
Business Models in Arts and Entertainment
Organizational Cultures
Culture Creation & Leadership Principles: Managing in Arts & Entertainment
Human Resource Management
Ethical Considerations in the Management in Arts, Entertainment, & Cultural Organizations
The Values-Led Organization
Strategic Planning
Self-Regulation, Self-Care Plans & Personal Strengths Analysis

## EVALUATION PROFILE

In-Class Exercises	5 – 30%
Assignments	15 – 50%
Exams	0 – 15%
Course Learning Portfolio	0 – 30%
Projects	25%
<b>TOTAL</b>	<b>100%</b>

\*No single assessment will be worth more than 35% without Dean 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.capilano.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.capilano.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.