

| CAPILANO UNIVERSITY COURSE OUTLINE | | |
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| TERM: | SPRING 2014 | COURSE NO.: AEM 363 |
| INSTRUCTOR: | | COURSE NAME: ADVANCED ARTS & ENTERTAINMENT MANAGEMENT GRADUATION PROJECTS |
| OFFICE: | LOCAL: | SECTION NO.: COURSE CREDITS: 3 |

COURSE FORMAT: An average of 3 hours of tutorial and 2.5 hours of instruction per week over fifteen weeks.

COURSE PREREQUISITES: 9 AEM credits

COURSE LEARNING OUTCOMES:

General: This capstone course guides students through individual projects carried out in cooperation with a faculty advisor. Based on knowledge and experience gained throughout the program, students will complete and present a graduation portfolio containing key elements of an event plan including, but not limited to, an event proposal, a budget, a marketing plan and a sponsorship proposal or grant application. Students will also write an article on an industry topic as assigned.

Student Learning Outcomes: Upon successful completion of this course, students will be able to:

- demonstrate competency with respect to all aspects of the creation, production and dissemination of an artistic project;
- discuss arts and entertainment in the context of wider society and its economic and political trends;
- employ principles of effective written and oral communication;
- evaluate the operation of an arts/entertainment project to determine the strengths and weaknesses; and
- explain key concepts regarding planning, funding, producing, budgeting and promoting and arts and entertainment event.

COURSE CONTENT:

| WEEK | TOPIC |
|------------|---|
| Week 1 | Research methods Proposal development |
| Week 2 | Proposal development continued Presentation techniques Portfolio Project Proposal Due |
| Week 3 - 5 | Portfolio and article development |
| Week 6 | Peer article review Article Draft Due |
| Week 7 | Scholarly Article Peer Review Due |
| Week 8 - 9 | Article feedback and revisions |
| Week 10 | Portfolio Draft Due |
| Week 11 | Portfolio Feedback Final Scholarly Article Due |

| WEEK | TOPIC |
|--------------|---|
| Week 12 - 13 | Portfolio Revisions |
| Week 14 - 15 | Finalize portfolio Portfolio presentations Presentation Peer Review Due |

EVALUATION PROFILE:

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|---------------------------------------|------------|
| 1. Scholarly Article Peer Review..... | 10% |
| 2. Scholarly Article..... | 20% |
| 3. Portfolio Project Proposal..... | 10% |
| 4. Portfolio..... | 35% |
| 5. Presentation..... | 15% |
| 6. Presentation Peer Review..... | <u>10%</u> |
| | 100% |

- Scholarly Article Peer Review: Students will critically review a draft of one classmate's article.
- Scholarly Article: Students will write an article based on an assigned industry topic.
- Portfolio Project Proposal: Students will submit a detailed proposal of their project.
- Portfolio: Students will create a portfolio containing the key elements of an event plan.
- Presentations: Students will present their portfolio.
- Presentation Peer Review: Students will evaluate the strengths and weaknesses of the portfolios presented.

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% | |

OPERATIONAL DETAILS:**University Policies:**

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Professional Behaviour:

Students should be able to demonstrate a professional attitude and behaviour toward work, fellow-students and their instructor. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in this course. Students should have respect for equipment and systems and constructive response to criticism.

Attendance:

Regular attendance is essential.

- Cheating/Plagiarism:*** All students should familiarize themselves with the *University Policy on Cheating and Plagiarism* (see the University Calendar) as such behaviour can result in suspension from the University.
- Grades of Incomplete "I":*** No Grades of Incomplete "I" will be given in this course.
- English Usage:*** All written work submitted must use good academic English and follow the guidelines provided in the Capilano University Guide to Writing Assignments (available from the University Bookstore).
- Emergency Procedures:*** In the event of an emergency, students must follow the emergency procedures posted in the classroom.