

CAPILANO UNIVERSITY		
COURSE OUTLINE		
TERM:	FALL 2013	COURSE NO.: AEM 355
INSTRUCTOR:		COURSE NAME: CURRENT ISSUES IN ARTS & ENTERTAINMENT I
OFFICE:	LOCAL:	SECTION NO.: COURSE CREDITS: 3

COURSE FORMAT: A fifteen week mixed mode and lecture course for an average of 6 hours per week.

COURSE PREREQUISITES: 9 AEM credits

COURSE COREQUISITES: AEM 356

COURSE OBJECTIVES:

General: This course is the first of a pair of mixed mode courses. Students will examine various issues within the arts and entertainment industry. Throughout the term, students will share and reflect on their experience through online forums, journals and final seminars.

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

- reflect on personal experiences and progress in the field;
- set, monitor and adjust short-term career goals;
- employ principles of effective communication at a university level;
- model professional behaviour standards;
- determine personal strategies for success in the industry; and
- discuss arts and entertainment in the context of wider society.

COURSE CONTENT*:

WEEK	TOPIC
Week 1	Developing placement and career goals Journal 1 [Assignment 1]
Week 2	Organizational structures in arts/entertainment organizations Journal 2
Week 3	Case study – SERVQUAL: Measuring service quality Journal 3 Assignment 1 due
Week 4	England’s Creative Jobs Programme - Unpaid internships in the arts Journal 4
Week 5	Essential arts/entertainment resources Journal 5
Week 6	Creative confidence Journal 6
Week 7	Case Study – Looking Glass Theatre: Pricing strategies in a recession Journal 7
Week 8	Looking Glass Theatre II: Creative influences Journal 8
Week 9	Work routines in arts/entertainment organizations Journal 9
Week 10	Recording Industry Association of America and musician decline Journal 10
Week 11	Workplace expectations in arts/entertainment organizations Journal 11

WEEK	TOPIC
Week 12	The Cultch and Artsclub Theatre: Demand-based pricing Journal 12
Week 13	Goal review
Week 14	Seminars: Practicum reflection career panel healthy workplaces writing for the arts
Week 15	Seminars: Applying strengths in the workplace – assessment exercise job seeking and employability in arts/entertainment Assignment 2

*weekly content may vary depending on current issues at the time

EVALUATION PROFILE:

1. Assignment 1 – Goals 15%
 2. Forum Posts (Best 10 of 12 @ 4% each) 40%
 3. Journal 25%
 4. Assignment 2 – In-class Assessment Exercise 10%
 5. Attendance and Participation 10%
- 100%

1. Assignment 1: Students will determine five specific goals they plan to meet during their placement.
2. Forum Posts: Students will participate in weekly forum postings. Grades will be based on both frequency and quality of posts.
3. Journal: Students will submit entries from their journals based on their experiences and goals. Schedule to be provided by the faculty.
4. Assignment 2: Students will evaluate their strengths and determine strategies for applying them to the workplace.
5. Attendance and Participation: Students are required to contribute in a meaningful way to all meetings and seminars.

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 grade), 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. Students will be allowed to make up assignments only under the following conditions: if a doctor's certificate of illness is provided; if in the case of the death of a close family member, a death certificate is provided; if prior approval of the instructor has been obtained.
- 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.