



CAPILANO UNIVERSITY, DOUGLAS COLLEGE, LANGARA COLLEGE, VANCOUVER COMMUNITY COLLEGE COURSE OUTLINE			
TERM:	FALL 2013	COURSE NO.:	BPAC 406
INSTRUCTOR:		COURSE NAME:	STRATEGIC CAREER PLANNING
OFFICE:		SECTION NO.:	
EMAIL:		COURSE CREDITS:	1.5

COURSE FORMAT: Instructional hours per week: 2 hours per week for 15 weeks.

COURSE PREREQUISITES: None

MISSION STATEMENT: The cohort-based BPA program will bring together both recent college graduates and established creative artists to create a dynamic mix of students and arts backgrounds. Students will gain the skills and knowledge they need to succeed within the performing arts milieu, and a breadth of knowledge that will enable them to think critically: they will examine the historical and cultural context of the performing arts, critique the socio-political and cultural environment of the performing arts industry, and acquire the skills and tools to navigate their way through and build their own careers within this industry. They will also form a production company and develop and mount their own collaborative effort – an original, interdisciplinary performance event. Creating the production will challenge students to explore, master and apply the interdisciplinary performance theory and knowledge they have studied, and enhance their creative and performance abilities.

Graduates will demonstrate competency in various aspects of producing and performing interdisciplinary projects: communication, teamwork, leadership, negotiation, critical self-awareness, problem-solving and decision-making. They will possess the core competencies required to succeed in the highly competitive world and business of the professional performing arts. The program’s unique, creative and practical blend of academic and applied studies will prime students for the multifaceted and entrepreneurial aspects of the world they are entering.

Program Student Learning Outcomes: Upon successful completion of the program, graduates will be able to:

- Demonstrate competency in the critical aspects of producing and performing interdisciplinary productions which may utilize at least one of the performing arts disciplines: music (vocal, instrumental, electronic), theatre, acting, musical theatre, dance, arts administration, technical theatre or production design.
- Conduct research across the performing arts disciplines, and use results to effectively inform performing arts works.
- Analyze the history and socio-economic, political and cultural context of the performing arts.
- Apply conceptual, administrative and technical skills to diverse performing arts projects.
- Communicate about the performing arts and their own work in oral and written form.
- Present work effectively in group settings.
- Participate in self-assessment and respond productively to critique of work.

- Demonstrate a clear understanding of professional ethics.
- Employ project management skills and apply analytical, quantitative, conceptual and problem-solving skills to the performing arts.
- Conduct research into and make informed decisions about career choices in the world of the performing arts.
- Apply the managerial skills and knowledge of business practices required to work as a self-employed individual or administrator in the performing arts field.

COURSE OBJECTIVES:

General: This course provides students with knowledge of critical aspects of the Canadian infrastructure and the tools necessary to make to make informed choices in strategic career planning. The course includes a review of Canadian municipal, provincial and federal cultural infrastructures and funding bodies. Throughout, students explore the interaction between the individual performing artist and Canadian cultural institutions and learn how to network effectively and make professional connections. Knowledge and skills learned will include preparation of contracts, appropriate use of copyright law, interview techniques, publicity and marketing elements.

Course Student

Learning Outcomes:

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

- Identify the intersection between their abilities and the Vancouver arts ecology in both the private and non-profit sectors;
- Develop the promotional materials needed to enter the market;
- Articulate their work and abilities to prospective employers;
- Negotiate the best possible income and working conditions through a knowledge of Equity, Socan, the AFM, and other related organizations;
- Review the intent and present definition of copyright law, partnerships and other key issues of ownership of creative work;
- Understand and choose the appropriate organizational structure/model for their work;
- Identify the various sources or revenue available to specific practices and the contractual needs and implications of each;
- Map out a career plan that included the various personnel needs and competencies necessary to carry it out successfully.

REQUIRED TEXT: *The Art of Managing Your Own Career*. Ottawa. Cultural Human Resources Council. 2009. These will be available at the beginning of class from instructor.

COURSE CONTENT:

Week	Topic
1	<i>You Are The Product. Where is the market? What are you selling?</i> Assignment #1 (15%)
2	Using your career inventories and working in groups of four, create a 15 word bio for one or more of your career assets. A collaborative 'hands on' exercise. Assignment #1a (5%)
3	"Please allow me to introduce myself..." What are the tools you need? How do you get them? Art and Aura- How artists project their art and how to craft an image. Visuals and text. The role of designers and publicists.
4	<i>You can't always get what you want but...</i> - negotiations. In class 'hands on' exercise.
5	Creative Expression and Commodity- choices and contradictions. Organizational choices. Assignment #2 (20%)

6	<i>Where is the money?</i> Public and private funds at every level.
7	<i>Being There-</i> The Performing Artist- Revenue Sources and Other Rewards
8	<i>Not Being There-</i> Art and Mechanical Reproduction- Recording, Film and Other Cultural Industries.
9	<i>Three C's-</i> Copyright, Contracts and Cash. Partnerships, publishing deals, co-writes and other challenges. Assignment #3 (20%)
10	The Management Team- who is on it, what positions do they play? How to build one, "hungry samurai" and doing it yourself.
11	<i>Where the herd gathers.</i> Showcases, festivals, conferences and other watering holes and making yourself visible.
12-13	Course review and unanswered questions.
14-15	Final Exam. (30%)

EVALUATION PROFILE:

1. Written Assignments are term papers surrounding career subjects and contracts.

(#1- 15%, #1a-5%, #2- 20%, #3- 20%)60%

2. Final Examination.....30%

3. Attendance & Participation.....10%

TOTAL 100%

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.

Attendance:

Students are expected to be on time for classes, and to attend all classes and rehearsals. Attendance is essential for successful completion of the course. Students who miss more than 10% of classes will not receive credit for the course. Students are responsible for all material covered in class, even if absent, including announcements and day-to-day assignments.

Class Participation:

The grade for class participation is based on both the frequency and the quality of the student's comments, questions and observations, with the emphasis on quality. The quality is determined by, among other things, the relevance, insight and clarity of remarks.

Missed Exams and Projects:

Missed exams and project presentations cannot be made up except in the case of serious illness or accident. An official letter from a doctor must accompany any request.

- Late Assignments:*** Late assignments will be reduced half a letter grade (e.g., B+ to B, B- to C+) per day and will not be accepted after 10 days except at the instructor's sole discretion. Normally, late performance and class presentations will not be accepted.
- Cheating/Plagiarism:*** Please see University calendar for policy, and Writing Centre for information on what plagiarism is and how to incorporate source materials into written assignments.
- Incomplete Grades:*** An "I" grade will be given at the discretion of the instructor only if the student has a reasonable chance of completing the required assignments by the date agreed upon as an extension. Normally, performance and class presentations will not be considered for the "I" grade.
- English Usage:*** Students are expected to write clear sentences, organized and developed paragraphs and essays (where assigned), which conform to the MLA (Modern Language Association) style. Please see the Writing Centre for help with writing questions and problems.
- Professional Behaviour:*** Students are expected to demonstrate a professional attitude and behaviour towards their work, fellow students and their instructor. Each student should demonstrate reliability, respect for and cooperation 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 a constructive response to criticism.
- Punctuality:*** Punctuality is essential.