

Washtenaw Community College Comprehensive Report

MUS 285 Self Management for Working Artists Effective Term: Fall 2020

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Humanities, Languages & the Arts

Discipline: Music (new)

Course Number: 285

Org Number: 11400

Full Course Title: Self Management for Working Artists

Transcript Title: Self Management /Working Artists

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: Three-year Master Syllabus update based on assessment and current trends in Occupational Education for artists.

Proposed Start Semester: Fall 2020

Course Description: In this course, students will develop fundamental entrepreneurial skills in the Music, Arts or Creative industries. Students will focus on developing creative entrepreneurship and interpersonal skills, creating a portfolio, development of business and marketing best practices and determining the value and marketability of student assets. Students will explore how to manage their business while creating a multi-faceted career. Students may not earn credit in both ART 285 and MUS 285.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Jackson Community College
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Develop a creative and detailed business plan for one or more projects in the arts, creative media, or arts technology industries.

Assessment 1

Assessment Tool: Presentation of the business plan

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score 75% or higher [3 or higher on a 4-pt. rubric]

Who will score and analyze the data: Departmental faculty

2. Develop a promotional/marketing plan and relevant marketing models or artifacts for a student-designed art or arts media/technology project.

Assessment 1

Assessment Tool: Portfolio

Assessment Date: Fall 2023

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 70% or better [3 or higher on a 4-pt rubric for each portfolio item]

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Research, explore and analyze career options.
2. Identify the dos and don'ts of operating a creative arts or arts media/technology business.
3. Diversify and build community, while believing in one's vision and capacity to persevere.
4. Develop a marketing plan utilizing social media.

5. Develop a basic knowledge of financial and business accounting practices.
6. Research equipment and technology as needed to fulfill each business plan.
7. Describe professional behavior, and perform in a professional manner in and around class.
8. Identify outlets for work opportunities.
9. Identify the technology and "instruments" available and most essential to business plan fulfillment.

New Resources for Course

Develop Blackboard or e-multi-media resources

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Michael Naylor</i>	<i>Faculty Preparer</i>	<i>Nov 22, 2019</i>
Department Chair/Area Director: <i>Jill Jepsen</i>	<i>Recommend Approval</i>	<i>Nov 27, 2019</i>
Dean: <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Dec 05, 2019</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Jul 21, 2020</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Jul 22, 2020</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Jul 28, 2020</i>