Emory University

Concentration in Arts Management

Application

Business

Arts

Art History

Theater

Dance

Music
Concentration in Arts Management

The Concentration in Arts Management is a collaboration between the department of Art History, Music, and Theater and Dance in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are Art History, Music, Theater, or Dance majors.

The Arts Management Concentration enhances perspectives and competencies by providing context outside the discipline and integrating theory with practice. The concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing administrative and management careers in the performing arts. BBA students focus on the history, politics and practice of the arts field of their choice within Emory College. Arts students acquire grounding that enables them to understand the organizational and market mechanisms underlying the creation and dissemination of the arts. All students pursue business-related and arts focused electives and participate in a capstone course that provides the opportunity to synthesize and validate their evolving perspectives in both an academic and an applied environment.

Requirements for Concentration

**CORE**
**JUNIOR YEAR**

**Arts Core for BBA students**

**ART HISTORY FOCUS**
Art History 101 Art and Architecture Prehistory to Renaissance
**AND**
Art History 102 Art and Architecture Renaissance to Present

**DANCE FOCUS**
DANC 229 Introduction to Dance
**AND ONE OF THE FOLLOWING**
DANC 150R: Movement Improvisation (highly recommended)
DANC 123R, 223R, 323R, 423R: Modern Technique courses (highly recommended)
DANC 124R, 224R, 324R: Jazz Technique courses
DANC 121R, 221R, 321R, 421R: Ballet Technique courses

**MUSIC FOCUS**
MUS 114: Introductory Theory & Composition
*and* one Music elective from the list below

**THEATER FOCUS**
TS 216: Theater History II
**AND ONE OF THE FOLLOWING**
TS 210: Reading for Performance
TS 230: Principles of Design
TS 240: Arts Administration
TS 250: Directing (Theater 201 or a 200-level acting course, or permission of instructor)

**Business Core for Arts Students**

Two of the following three BBA Core Classes:
BUS 220: Finance for Non-Business Students
**OR**
BUS 330: Principles of Organization and Management
**OR**
BUS 340: Marketing Management
ELECTIVES
JUNIOR or SENIOR YEAR
Two electives must be completed from the following list. At least one of these electives must be in the program that is not the student’s own school of enrollment. Students may not count core classes in their own program as electives towards the concentration. Note that many courses require core classes as prerequisites. Consult advisors or the course catalog for complete information. All students are strongly encouraged to take TS240, Arts Administration.

Concentration Electives offered through the BBA Program
- BUS 321 Finance and Economics of the Film Industry
- BUS 331 Strategic Management (open to only those who have taken 330)
- BUS 332 Business and Society
- BUS 335 Strategies for Entertainment and Media
- BUS 336 Catalyzing Social Impact
- BUS 343 Digital Marketing and Social Media Strategy
- BUS 431 Social Enterprise
- BUS 432 Negotiations
- BUS 342 Market Intelligence and Customer Insights
- BUS 349 Entertainment and Media Field Work
- BUS 440 Non-Profit Marketing Fieldwork
- BUS 441 Ideation
- BUS 446 Advertising and Marketing Communications
- BUS 352 Project Management and Collaboration
- BUS 450 Foundations of Digital Enterprises and Markets

Concentration Art History Electives
Students may complete any 200- or 300-level Art History course to fulfill the elective requirement.

Concentration Dance Electives
- DANC 220 History of Western Concert Dance (permission of the instructor)
- DANC 230 Principles of Design
- DANC 240 Dance Literacy
- DANC 329 Contemporary Issues in Dance

Concentration Music Electives
- MUS 204WR: Music Cultures of the World
- MUS 206WR: Musical Transformations of Asia
- MUS 211: Tango Music and Dance (permission of the instructor required)
- MUS 215: Jazz: Its Evolution and Essence
- MUS 251: Influences Among the Arts
- MUS 280: Early Music Explorations
- MUS 281: Baroque Music
- MUS 282: Haydn, Mozart, and Beethoven
- MUS 283: 19th-Century Music
- MUS 284: Music and Contemporary Society
- MUS 304: Music & Cultural Revolution in the 1960s
- MUS 306: Music of the Harlem Renaissance
- MUS 307: Bebop and Beyond
- MUS 347: Elec Music/Midi Technology
- MUS 366: Beyond Orientalism
- MUS 371: East Asian Musical Cultures
- MUS 372: Chinese Music and Culture
- MUS 375: Soundsscapes of the Silk Road
- MUS 433: Music of India
Concentration Theater Electives
• TS 221 Scene Work
• TS 222 Speeches and Monologues
• TS 224 Movement for the Actor
• TS 230 Principles of Design
• TS 240 Arts Administration (All students STRONGLY encouraged to take this class)
• TS 250 Directing I
• TS 260R Ensemble
• TS 313 History of American Drama
• TS 317R Studies in Major Figure
• TS 350 Directing II
• TS 365 Modern Drama
• TS 366 Contemporary Drama
• TS 370 Creating New Work

CAPSTONE CORE
SENIOR YEAR

ECS 491: Leadership, Ethics and Organizational Effectiveness

CO-CURRICULAR ACTIVITIES
• Speakers and seminars
• Internships
• Field projects
Application Checklist

- A completed application.
- A short (300-500 word) statement of purpose as requested below
- A resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in arts management
- Following receipt of your file, we will contact select candidates to schedule a short interview with a member of the selection committee
- Optional supplementary information: one completed recommendation form from someone in a capacity to provide insights with respect to your fit for this concentration

Transcripts
By completing this application, you are granting us the right to access your Emory transcript. You do not need to submit this material.

Short Statement of Purpose
On a separate sheet of paper, provide a statement of purpose as outlined below. Please limit your typed response to 300-500 words

Explain how you believe that completion of the concentration will assist you in achieving your intellectual and professional goals. In your response, please describe the particular skills and talents you will be bringing to the concentration and those you hope to acquire.

Resume
Please include a resume or other one-page document listing your college, extracurricular and/or professional activities related to your interests in arts management. In the case of extracurricular and community activities, include years involved and offices held.

Deadline
Applications are accepted on a rolling basis but in all cases, must be submitted no later than September 7th for rising seniors. It is to your advantage to apply prior to entering your junior year. The cohort is limited by course capacity. Selection is based on information provided through the application but applications for each cohort can only be considered on a space-available basis

Completed application should be sent to:
Arts Management Concentration
Care of: BBA Program
Goizueta Business School
1300 Clifton Road
Emory University
Atlanta, GA 30322
Application for
Arts Management Concentration

Please type or print clearly in ink. No pencil please.

Full Legal Name: __________________________________________

Last   First   Middle   Suffix (Jr., III, etc.)

Preferred name:___________________________________________

Emory ID Number: _____________________     Expected Graduation: ________________________

E-mail address: _________________________________   Cell Phone Number: ________________________

Address Information
Temporary Address (Oxford P.O. Box)

Street                              City  State  Zip

Permanent Home Address:

Street                              City  State  Zip

Enrollment
___ Current Arts major
    __ Music
    __ Theater
    ___ Dance
___ Pending declaration of Arts major
___ Current BBA Student
___ BBA Applicant

Participation is strictly limited to BBA students or Emory College students who are Arts majors. The Arts Management Concentration will be awarded only to those participants who successfully complete a major in Theater, Dance, or Music, or the requirements for BBA degree. Continuation in the concentration is contingent upon acceptable standards of academic and professional performance in a team-based and applied setting.

Personal Information
The information requested below is voluntary and refusal to provide it will not subject you to any adverse treatment. It will be kept confidential and will be used only in accordance with Title IV of the Civil Rights Act of 1964.

Sex: Male ___ Female ___

Race/Ethnic Category:
___ American Indian or Alaskan Native       ___ Asian or Pacific Islander
___ Black, not of Hispanic Origin         ___ Hispanic
___ White, not of Hispanic Origin          ___ Other ______________________

Citizenship ___________________       Country

Conduct Issues
___ Check here if you have any court convictions other than parking violations.*
___ Check here if you have ever been subject to any school-related disciplinary action for violation of school rules, misconduct, conduct infraction, academic dishonesty or otherwise.*

*Please attach a separate sheet to explain.
OPTIONAL RECOMMENDATION FORM
Arts Management Concentration
Care of: Bachelor of Business Administration Program, Goizueta Business School,
Emory University, Atlanta, GA 30322

TO BE COMPLETED BY STUDENT
Please fill in your name and address below, sign, and give this form to the individual you have chosen to write on your behalf. The recommender should complete this form and return it to you in a sealed envelope signed across the flap.

APPLICANT’S WAIVER OF RIGHT TO ACCESS TO CONFIDENTIAL STATEMENT
Name of Applicant: ____________________________________________

Last   First    Middle

Address: ________________________________________________________________________________

I hereby freely and voluntarily waive my right to any information contained in this recommendation and agree that the statement shall remain confidential.

Date    Signature of Applicant

TO THE RECOMMENDER
The Concentration in Arts Management is a collaboration between the department of Music and Theater and Dance in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are Music, Theater, or Dance majors.

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Recommendations are used for selection purposes only and do not become part of any record file upon a student’s inclusion in the program. Therefore, recommendations are not subject to the provisions of the Family Educational Rights and Privacy Act of 1974.

After completing this form, please sign it and place it in an envelope. Seal the envelope, sign it across the flap, and then return it to the applicant who will submit the sealed envelope along with his/her application. Please type or print neatly.

How long have you known the applicant and in what capacity?
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________
____________________________________________________________________________________________

Please turn sheet over
Please give us your appraisal of the applicant relative to his or her peer group across the following criteria

<table>
<thead>
<tr>
<th>Commitment to the performing arts</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Capacity for innovative problem-solving</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Ability to accomplish self-directed tasks</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Teamwork</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Communication skills</th>
<th>Exceptional</th>
<th>Above Average</th>
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<th>Unable to Assess</th>
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<th>Maturity</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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<th>Motivation and enthusiasm</th>
<th>Exceptional</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Unable to Assess</th>
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Overall assessment of candidate’s fit for and ability to gain value from a concentration in Arts Management

___ Strongly recommend ___ Recommend ___ Recommend with reservations ___ Do not recommend

Name and title of recommender ________________________________

Institution ________________________________ Email ________________________________

Signature ____________________________________ Date ________________________________

Thank you for your time.

Emory University is committed to a policy of nondiscrimination on the basis of race, color, national origin, religion, sex, sexual orientation, age, handicap, or veteran status.