

EMORY UNIVERSITY

CONCENTRATION IN ARTS MANAGEMENT



EMORY

arts



EMORY

GOIZUETA
BUSINESS
SCHOOL

APPLICATION 2017-18

BUSINESS

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 **two** Music electives 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:

FIN 220: Finance for Non-Business Students

OR

MKT 340: Marketing Management

OR

OAM 330: Principles of Organization and 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 (with the exception of BBA students enrolled in the Music Concentration who must complete an additional Music Department elective in lieu of a 2nd core elective). 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

- FIN 321 Finance and Economics of the Film Industry
- ISOM 352 Project Management and Collaboration
- ISOM 450 Foundations of Digital Enterprises and Markets
- MKT 342 Market Intelligence and Customer Insights (must have completed a statistics class)
- MKT 343 Digital Marketing and Social Media Strategy
- MKT 441 Ideation
- MKT 446 Advertising and Marketing Communications
- OAM 331 Strategic Management (open to only those who have taken 330)
- OAM 335 Strategies for Entertainment and Media
- OAM 336 Catalyzing Social Impact
- OAM 431 Social Enterprise
- OAM 432 Negotiations

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 303: Black Music: Culture, Commerce, and the Racial Imagination
- 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: Soundscapes 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
___ Art History
___ Dance
___ Music
___ Theater

___ 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 Art History, 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
___ Black, not of Hispanic Origin
___ White, not of Hispanic Origin
___ Asian or Pacific Islander
___ Hispanic
___ 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 departments of Art History, Music, 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 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.

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

| | | | | | |
|--|--------------------|----------------------|----------------|----------------------|-------------------------|
| Commitment to the performing arts | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|--|--------------------|----------------------|----------------|----------------------|-------------------------|
| Capacity for innovative problem-solving | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|--|--------------------|----------------------|----------------|----------------------|-------------------------|
| Ability to accomplish self-directed tasks | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|------------------|--------------------|----------------------|----------------|----------------------|-------------------------|
| Teamwork | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|-----------------------------|--------------------|----------------------|----------------|----------------------|-------------------------|
| Communication skills | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|------------------|--------------------|----------------------|----------------|----------------------|-------------------------|
| Maturity | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

| | | | | | |
|----------------------------------|--------------------|----------------------|----------------|----------------------|-------------------------|
| Motivation and enthusiasm | Exceptional | Above Average | Average | Below Average | Unable to Assess |
| Comments: | | | | | |

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.