AMLD - Arts Management and Leadership

AMLD 5010 Introduction to Arts Management/Planning (3)
This course presents an overview of the issues, problems, and methods involved in the management of a nonprofit cultural organization. Topics to be covered are planning, leading, motivating, controlling, defining roles of staff, communicating with staff and public, becoming accountable to constituencies, and achieving the organization’s stated mission. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5020 Legal Issues in the Arts (3)
This course explores specific issues and laws relating to negotiations, contracts, alternative dispute resolution, publicity and privacy rights, freedom of expression, employment law, insurance, copyright regulations, charitable solicitations and contributions, ethical standards, and other applications of nonprofit law. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5030 Fund-Raising/Development (3)
This course examines mission statements, strategic planning, principles, theories, methods, and practical applications of fund-raising, fundraising institutions (public and private), proposal and grant writing techniques, and philanthropy. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5040 Leadership Issues and Board Strategies (3)
This course examines problem-solving and decision-making processes as they relate to individual organizations and boards of directors. Topics covered are board/staff relationships, by-laws, board responsibilities and orientation, governance, fund-raising, role in strategic planning, and how to plan and conduct meetings. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5050 Community and Cultural Policy (3)
This course covers issues related to the placement and mission of arts organizations in the community including access and outreach, educational mission, institution/artist relationships, and community involvement. Other issues include content restrictions, advocacy, censorship, and relations with the National Endowment for the Arts. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5060 Accounting and Basics in Finance (3)
This course examines accounting and control methods for nonprofit organizations, budget systems, fund accounting, cash-flow analysis, and related issues. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5065 Financial Issues in the Arts (3)
This course encourages the consideration of a wide variety of financial issues faced by cultural institutions today. A basic understanding of accounting methods is helpful. Readings and research will provide the backdrop for classroom discussions and presentations. Topics to be covered include: analysis of audited financial statements, entrepreneurial opportunities, fund-raising issues, budgeting, e-commerce and Web site development, conflict of interest, as well as ethical policies as they concern financial issues. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5070 Marketing for the Arts (3)
This course examines examples of marketing methods, market research and analysis, audience development strategies, and evaluation techniques. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5200 Seminar in Arts Leadership (1-3)
The seminar discusses ongoing issues in arts management and decision making. Leaders in the arts will speak. This course may be repeated for credit. Prerequisite: Acceptance into the arts management and leadership program.

AMLD 5210 Thesis Project (3)
The thesis project is designed to guide the student through the early phases of writing the required thesis. The thesis should be related to coursework within the program and to the student’s work experiences. The total nature of the thesis will be determined by the candidate in conjunction with an advisory committee, but all projects are expected to add to the body of knowledge in the field. The particular topic will be approved by an advisory committee prior to commencement of work on the project. Typical projects might include the following components: 1) identification and description of a problem, 2) review of related literature, 3) data collection and analysis, 4) findings, discussion, and conclusions.

AMLD 5220 Completion and Acceptance of Final Thesis (3)

AMLD 5453 Stakeholder Management Communications (3)
This course presents an overview of methods of communication with stakeholders of an arts organization. Written materials such as newsletters, volunteer manuals and staff reports will be covered. Students will learn the art of writing speeches and public speaking. An understanding of the importance and use of social media will be studied. Students will complete the course with a presentation of one of the above skills as a final project. Prerequisite: Acceptance into the arts management and leadership program.