

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

[CLASS]

[MUSIC]

Expanded Course Outline

Course Subject Area:	MU
Course Number:	3950
Course Title:	Non-Profit Music
Units:	2
C/S Classification #:	04
Component:	Lecture
Grading Basis: (graded only, CR/NC only, student's choice)	Graded only
Repeat Basis: (may be taken once, taken multiple times, taken multiple times only with different topics)	Taken once
Cross Listed Course: (if offered with another department)	
Dual Listed Course: (if offered as lower/upper division or undergraduate/graduate)	
Major course/Service course/GE Course: (pick all that apply)	Major course
General Education Area/Subarea: (as appropriate)	
Date Prepared:	March 31, 2015
Prepared by:	Jennifer Amaya

I. Catalog Description

Ensembles, orchestras, symphonies, choruses, and opera companies as business operations. Responsibilities of personnel. Financial concerns, grants, and fundraising. Promotion and marketing.

II. Required Coursework and Background

Prerequisite(s): MU 104 or MU 1040

III. Expected Outcomes

Students will:

1. Identify crucial management and artistic issues of nonprofit music organizations.
2. Understand the structure of a 501(c)(3) non-profit corporation.
3. Gain knowledge regarding the aspects and functions of management, boards, staff, artists, volunteers, strategic planning, programming, education, marketing, program evaluation, fundraising, and budgeting in nonprofit music organizations. Students will apply this knowledge in their major course project, working in teams to create hypothetical music nonprofit organizations with missions and business plans of the teams'

- own design.
4. Understand basic concepts of community arts advocacy.
 5. Compare and contrast the challenges faced by different types of music organizations.
 6. Compare and contrast corporate business models, both nonprofit and for-profit.
 7. Evaluate the benefits of collaboration between the nonprofit, for-profit, and public sectors.
 8. Gain awareness of the range of opportunities in nonprofit music for employment and for graduate study.
 9. Identify research sources for arts management topics.

The outcomes of this course relate to the following Music Department Student Learning Outcomes:

#2: Communicate effectively--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.

#6: Develop specialized knowledge appropriate to the option or emphasis area.

BA in Music:

#3. **Communicate effectively**--verbally and in writing--about specific musical works and musicians, about the creative process in music, and about music's role in human culture.

#5. **Demonstrate and articulate** artistic growth as a musician and student of music in the world.

BA in the MIS Option:

#1. **Interpret** relationships between music and: commerce; technology; media; and audience.

#2. **Articulate** fundamental understanding of entrepreneurship and standard music industry practices.

BM in Music:

#8. **promote** musical culture in the community.

#9. **think, speak and write** clearly at the college level.

IV. Instructional Materials

Drucker, Peter F. *Managing the Non-Profit Organization: Practices and Principles*. New York: HarperCollins, 1990.

Korza, Pam, and Maren Bown, with Craig Dreezen, editors. *Fundamentals of Arts Management*. Fifth edition. Amherst, Massachusetts: Arts Extension Service, 2007.

V. Minimum Student Material

Text, notebook (paper) and standard writing materials.

VI. Minimum College Facilities

Classroom for lecture/problem solving sessions. Blackboard (or equivalent) online site.

VII. Course Outline

1. Section One
 - a) Course Overview
 - b) 501(c)(3) Nonprofit Corporations
 - c) Resources for Nonprofit Research
 - d) Drucker Self-Assessment Questions
2. Section Two
 - e) Board Development
 - f) Volunteers
 - g) Organizational Structures
 - h) Team Assignment Brainstorming
3. Section Three
 - i) Entrepreneurship
 - j) Project Management
 - k) Strategic Planning
 - l) Nonprofit Careers and Graduate School
 - m) Team meetings
4. Section Four
 - n) Issues in Programming, Performance & Recording
 - o) Collaborations between for-profit and non-profit organizations
 - p) Personnel
 - q) Education Programs
 - r) Marketing
 - s) Program Evaluation
 - t) Community Arts Advocacy
 - u) Team Meetings
5. Section Five
 - v) Strategic Planning (Continued)
 - w) Nonprofit & For-Profit Business Models
 - x) Budgeting
 - y) Financial Management
 - z) Fundraising & Grantwriting
 - aa) Team Meetings
6. Section Six
 - bb) Course Review
 - cc) Oral Presentations of Team Projects

VIII. Instructional Methods

1. Lecture and discussion based on assigned reading and pertinent issues.
2. Major Team Project incorporating class material.
3. Guest speakers will be presented when available.

IX. Evaluation of Outcomes

1. Class Participation
2. Quizzes
3. Papers and Presentations
4. Final Examination