



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Lindenwood University

Program Title: Arts and Entertainment Management

Degree/Certificate: Bachelor of Arts

Options:

Delivery Site(s): St. Charles Campus

CIP Classification: 50.1001

*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory highered.mo.gov/ProgramInventory/search.jsp

Implementation Date: August 25, 2014

Cooperative Partners:

*If this is a collaborative program, form CL must be included with this proposal

AUTHORIZATION:

Jann Weitzel/Provost		7/7/14
Name/Title of Institutional Officer	Signature	Date

Joseph Alsobrook	636-949-4164
Person to Contact for More Information	Telephone



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PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Lindenwood University
 Program Name Bachelor of Arts in Arts and Entertainment Management
 Date June 30, 2014

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

- 1. Student Preparation**
- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.
 Live or phone interview; the ability to attend frequent evening and weekend practical learning experiences
 - Characteristics of a specific population to be served, if applicable.

- 2. Faculty Characteristics**
- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
 MA in Arts Management, MA in Arts & Entertainment Management, MA in Arts, Entertainment & Media Management, MA/MFA in Production Management or the equivalent
 - Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
 At least 80% of the required major courses will be taught by full time faculty
 - Expectations for professional activities, special student contact, teaching/learning innovation.
 Students will be engaged in hands-on, authentic learning experience throughout the program

- 3. Enrollment Projections**
- Student FTE majoring in program by the end of five years.
 20-25

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- Percent of full time and part time enrollment by the end of five years. Less than 10% part-time enrollment due to nature of the degree requirements

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation. 3 Years: 5; 5 Years: 15
- Special skills specific to the program. Previous experience in one or more of the arts is required as students enrolled in this program must also compete a minor in art history, dance, fashion design, graphic design, music, music composition, studio art, or theatre
- Proportion of students who will achieve licensing, certification, or registration. 0

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used. n/a

- Placement rates in related fields, in other fields, unemployed. <http://www.bls.gov/oes/current/oes131011.htm>

- Transfer rates, continuous study. [Click here to enter text.](#)

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.** This program is aligned with standards set forth by the National Association of Schools of Theatre: Undergraduate Programs with Content in Theatre or Arts Management or the Entertainment Industry; intention to apply for initial accreditation will be submitted within three years of implementation.

6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.* Expected satisfaction rates for alumni is >80% as measured by our Graduating Student Exit Survey; additional data will be attained through 1 year and 3 year alumni surveys administered by the University.

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- Expected satisfaction rates for employers, including timing and method of surveys. Expected satisfaction rates for employers is >80% as measured by our Internship Supervisor Final Evaluation.

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
In addition to offering undergraduate degrees in all the arts and graduate degrees in Studio Arts and Theatre, Lindenwood is home to the J. Scheidegger Center for the Arts, which annually hosts hundreds of live, public arts and entertainment events, including a professional series. Students enrolled in this program will have multiple opportunities for hands-on, practical learning experiences in the production and management of all the arts.



PROGRAM STRUCTURE

A. Total credits required for graduation: 128

B. Residency requirements, if any: n/a

C. General education: Total credits: 39

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
LUL 10100	2	Freshman Experience
ENG 15000	3	Strategies for University Writing
ENG 17000	3	Research and Argumentation
Varies	3	Communications
Varies	3	Literature
Varies	3	Literature
Varies	3	Philosophy or Religion
Varies	3	American History or American Government
Varies	3	World History
Varies	3	Social Science
MTH 14100	3	Basic Statistics
Varies	3	Biological, Earth, or Physical Science
Varies	3	Biological, Earth, or Physical Science
Varies	4	Biological, Earth, or Physical Science w/Lab

D. Major requirements: Total credits: 89

Course Number	Credits	Course Title
ECON 23010	3	Survey of Economics
AEM 10000	2	Introduction to Arts and Entertainment Management
TA 11100	3	Introduction to Technical Theatre
AEM 10001-30001	3	Practicum
AEM 20000	3	Production Management I
AEM 30000	3	Production Management II
AEM 40000	3	Production Management III
AEM 45000	3	Internship
AEM 20500	3	Box Office and House Management
MUS 33030	3	Music Business I
NPA 10000	3	Intro to Non-Profit Organizations and Community Service
NPA 35000	3	Management of Non-Profit Organizations
ACCT 21010	3	Principles of Financial Accounting
ACCT 21011	3	Principles of Managerial Accounting
MGMT 26032	3	Principles of Management
MGMT 26061	3	Business Law I
MRKT 35010	3	Principles of Marketing
INTL 38000	3	Global Business and Society
MIS 24000	3	Introduction to Information Systems

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ART 22200	3	History of Western Art to 1300
ART 22400	3	History of Western Art from 1300
Varies	27	Minor in art history, dance, fashion design, graphic design, music, music composition, studio art, or theatre

E. Free elective credits: 0

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

In addition to completing a minimum of 150 hours, AEM 4500 Internship requires a signed internship agreement by student, faculty of record, and supervisor representing host organization. This agreement details the expected feedback cycle that should occur between the student, supervisor, and teacher of record.

G. Any unique features such as interdepartmental cooperation:

Beginning in the second semester and continuing through the semester of internship, students will be assigned a minimum number of production projects each semester with various faculty and staff within the School of Fine and Performing Arts.

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STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	5	10	15	20	25
Part Time	0	0	1	1	1
Total	5	10	16	21	26

Please provide a rationale regarding how student enrollment projections were calculated:

Student enrollment projections were determined by student interest (indirect) and past enrollments in arts management degrees at Lindenwood that are no longer offered (direct).

Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:

<https://bigfuture.collegeboard.org/majors/arts-visual-performing-arts-entertainment-management>

<http://www.bls.gov/oes/current/oes131011.htm>

<http://www.onetonline.org/link/summary/13-1011.00>