**New Course Request**  
**Indiana University**  
**Bloomington only**  
**Campus**

Check Appropriate Boxes:  
- Undergraduate credit [X]  
- Graduate credit [ ]  
- Professional credit [ ]

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1. **School/Division**: Public & Environmental Affairs  
2. **Academic Subject Code**: SPEA
3. **Course Number**: 464 (must be cleared with University Enrollment Services)  
4. **Instructor**: M. Rushton
5. **Course Title**: The Economics and Administration of Artistic Organizations  
   **Recommended Abbreviation (Optional)**: (Limited to 32 Characters including spaces)

6. **First time this course is to be offered (Semester/Year)**: Spring 2008

7. **Credit Hours**: Fixed at 3 or Variable from _______ to _______

8. **Is this course to be graded S-F (only)**? Yes [X] No [ ]

9. **Is variable title approval being requested**? Yes [ ] No [X]

10. **Course description (not to exceed 50 words) for Bulletin publication**: This course analyzes the unique challenges facing arts organizations in the public, nonprofit, and for-profit sectors. Among other topics, the course deals with the multiple and often conflicting goals faced by arts organizations, consumer demand and price setting, experimentation and innovation, and setting the rules for decision-making and oversight.

11. **Lecture Contact Hours**: Fixed at 3 or Variable from _______ to _______

12. **Non-Lecture Contact Hours**: Fixed at 0 or Variable from _______ to _______

13. **Estimated enrollment**: 24, will vary of which ______% percent are expected to be graduate students.

14. **Frequency of scheduling**: every Spring & alternating fall semesters

15. **Justification for new course**: From time to time the Arts Admin. program will introduce new courses to the new UG Certification & BS Arts Mgmt. This course is currently taught as a topics course.

16. **Are the necessary reading materials currently available in the appropriate library**? YES

17. **Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.**

18. **If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant. This is an unique program - no overlap.**

19. **A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.**

Submitted by:  
[Signature]  
Date: 1/24/07  
Department Chairman/Division Director

Approved by:  
[Signature]  
Date: 3/7/07  
Dean

Date:  
Chancellor/Vice-President

Date:  
University Enrollment Services

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After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

UPS 724  
University Enrollment Services Final—White; Chancellor/Vice-President—Blue; School/Division—Yellow;  
Department/Division—Pink; University Enrollment Services Advance—White
Proposed Course Syllabus
SPEA-A 464 The Economics and Administration of Artistic Organizations
Instructor: Michael Rushton, SPEA, IUB

Course Description and Rationale

In this course students analyze the unique challenges facing arts organizations in the public, nonprofit, and for-profit sectors. Among other topics, the course deals with the multiple and often-conflicting goals faced by arts organizations, consumer demand and price setting, experimentation and innovation, and setting the rules for decision-making and oversight.

The course to a large degree consists of applications from the fields of public administration, nonprofit organizations, and economics to the problems facing cultural organizations, including governmental bodies. The material provides a complement to the course SPEA V459 – Public Policy and the Arts, but there is no overlap in syllabus readings; students with a great interest in cultural policy could benefit from taking both courses, but all students could take only one course or the other independently.

The target for the course is senior undergraduate students. There are no prerequisites for the course, and no specific prior knowledge is assumed.

Educational Objectives

On completion of this course students will:

- Understand the particular challenges involved in the design of public funding for the arts;
- Understand the role of nonprofit organizations in the arts, and the unique features of arts organizations compared to other nonprofits;
- Understand the peculiar economic structure of arts organizations, and the implications for decision-making and pricing.

Course Content (Details of Readings Subject to Revision)

The Organization of Public Funding


Measuring Public Willingness-to-Pay


Nonprofit Organizations in the Arts


Goals and Evaluation


Pricing


Innovation


Evaluation and Grading

Students will prepare three short papers on topics to be assigned by the instructor. The final grade will be calculated as follows:

<table>
<thead>
<tr>
<th></th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td>Papers</td>
<td>15</td>
</tr>
<tr>
<td>Mid-term exam</td>
<td>15</td>
</tr>
<tr>
<td>Final exam</td>
<td>40</td>
</tr>
</tbody>
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The grading scale is as follows:

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>A+</td>
<td>97-100</td>
</tr>
<tr>
<td>A</td>
<td>93-96.99</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.99</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
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<tr>
<td>B</td>
<td>83-86.99</td>
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<tr>
<td>B-</td>
<td>80-82.99</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.99</td>
</tr>
<tr>
<td>C</td>
<td>73-76.99</td>
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</tbody>
</table>

SPEA Academic Policies - Academic Dishonesty

SPEA faculty do not tolerate cheating, plagiarism, or any other form of academic dishonesty. If you have not done so, you should read the IUB Code of Student Rights, Responsibilities, and Conduct, which can be accessed at http://dsa.indiana.edu/Code/ so you will be sure to understand what these terms mean and what penalties can be issued for academic dishonesty. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person's words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he does any of the following:

a. Quotes another person's actual words, either oral or written;
b. Paraphrases another person's words, either oral or written;
c. Uses another person's idea, opinion, or theory; or
d. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.
AMERICANS WITH DISABILITIES ACT STATEMENT:

I will make accommodations for students registered with Adaptive Educational Services (AES) on the Indianapolis campus (Phone: 317-274-3241 or e-mail AES@iupui.edu) or the Disability Services for Students Office in Franklin Hall on the Bloomington campus (Phone: 812-855-7578).