

**Arts Management – Certificate
2017-2018 Student Learning Outcomes**

Outcome	Assessment Methods
<p>1 <i>During Fall 2016, students in PUBA 660 (Contemporary Perspectives on Arts Management) will demonstrate their knowledge of historical issues faced by administrators of arts and cultural institutions over the years, by analyzing the complex environment of arts and cultural management, public and private sectors, and the ways in which artists, arts administrators, and various support constituencies including educational and other institutions, patrons and audiences have impacted the field during the early 20th century through the beginning of the new millennium.</i></p>	<p><i>Literature review of books and journal articles evaluated with the Arts Management Research Paper Rubric</i></p> <p><i>Literature review of applied case studies evaluated with the Arts Management Research Paper Rubric</i></p>
<p>2 <i>During Fall 2016, students in PUBA 660 (Contemporary Perspectives on Arts Management) will demonstrate their knowledge of contemporary and current issues facing administrators of arts and cultural institutions, by analyzing the complex environment of arts and cultural management, public and private sectors, and the ways in which artists, arts administrators, and various support constituencies including educational and other institutions, patrons and audiences impact the field from the beginning of the new millennium through today.</i></p>	<p><i>Literature review of books and journal articles evaluated with the Arts Management Research Paper Rubric</i></p> <p><i>Literature review of applied case studies evaluated with the Arts Management Research Paper Rubric</i></p>
<p>3 <i>During Spring 2017, students in PUBA 661 (Advanced Arts Management) will demonstrate an understanding of fund raising by applying effective grant writing skills to a financial need of an existing arts, cultural or entertainment nonprofit organization or agency.</i></p>	<p><i>Grant proposal evaluated with Grant Proposal Score Sheet and Criteria rubric</i></p>