Master of Arts in Arts Administration – Core Courses

AADM Y502: Organizational Behavior and the Arts (3 cr.)

This course is designed to provide an overview of the arts as a system of related components, the universe of arts organizations, the issues that arts administrators face, and the areas of focus and specialization that are occupied by arts administrators. Most arts activities happen in an organizational context. If you’re on the management side, you are charged not only with making the arts events and exhibits happen, you are also doing the care and feeding of your organization. Organizations have different traditions, types, and personalities, and workers within them play differing roles and find varieties of ways to lead, to follow, to contribute, to innovate -- or to prevent all these good things from happening. We will learn about these issues and roles and techniques in addition to the introduction to the life of an arts administrator. We will also examine not only the nature of arts organizations and management strategies but best practices and innovations generally known in the business world as “organizational behavior.”

AADM Y504: Arts Administration in the Public and Private Sectors (3 cr.)

This course builds upon concepts from Arts Administration and the Cultural Sector (Y535) and Organization Theory and Introduction to Arts Management (Y502), and leads into the management and leadership applications covered in the Seminar in Arts Administration (Y650). The key learning outcomes are to understand the internal structure and governance of arts organizations in the commercial, nonprofit, and public sectors, as well as hybrid organizations, and contracts between types of organizations.

AADM Y511: Performing Arts Center Management (3 cr.)

This course focuses on the aspects of managing a performing arts center program and facility. Indiana University Auditorium and other performing arts facilities will serve as laboratories to provide you with a balance between academic and real-world issues. By the end of this course, students will understand: the process of contracting and marketing a performance series, the issues involved with operating a performing arts center facility, the marketing forces at work in the live performance industry, and the legal and ethical issues involved in the industry.

AADM Y515: Financial Management for the Arts (3 cr.)

This course is designed to provide students with the basic understanding and purpose of financial management in the non-for-profit organization. Finance is the art of managing an organization’s resources to bring about a desired set of outcomes. Financial management involves both planning and implementation. A nonprofit manager should be able to interpret and analyze both historical and current financial information and to prepare financial plans to ensure the effective operations of an organization. By the end of the semester, the student should be in a position to explain the compilation of financial statements, prepare budgets, analyze costs and revenue structure, and conduct necessary financial analysis to address issues that arise in the implementation of financial plans of non-profit organizations.
AADM Y525: Museum Management (3 cr.)

The purpose of this class is to introduce the student to the wide variety of issues specific to the managing of collecting and exhibiting institutions (generally referred to as “museums”) he/she will encounter when studying for a degree in Arts Management. The class will investigate: a brief history of western museums, the present day role/roles and cultural contributions of museums, museums and public policy, the economics of museums and their markets, the organizational structure and day-to-day operations of museums, assessing museum performance, and the future of the museum.

AADM Y530: Audience Development and Marketing the Arts (3 cr.)

This course will examine the strategies and challenges of marketing the arts in the United States. The success of arts and cultural institutions in the 21st century and beyond will depend upon creative, unconventional and long range approaches to marketing. Today’s marketing professionals are crucial to their arts organizations; they maintain existing audiences, secure new audiences, and create a public image for the institutions. They affect all aspects of the organization, from personnel to fundraising. This course will provide each student with marketing principles and theories as well as opportunities to discuss and debate these theories in seminar format.

AADM Y535: Arts Administration and the Cultural Sector (3 cr.)

This course might well be titled “Some Useful Economics for Arts Administrators.” We will try to understand the logic behind the things we observe in the art world: Why are firms and their relationships with individuals and other firms organized the way they are? What causes these relationships to change? And we will use economic tools to find some useful techniques in decision-making within an organization, in areas such as employment, and price-setting. The emphasis is on useful economics: the key “learning outcomes” for this course are to understand the economy in which you will be working, and the skills that lead to making smarter decisions. I presume no background on the student’s part in economics or business, but we will cover a lot of ground. Even if you do possess some background knowledge, hopefully you will find many of the applications in this course novel and practical.

AADM Y650: Capstone in Arts Administration (3 cr.)

The purpose of this course is to explore the internal and external management issues generally while focusing on the unique aspects of managing an arts organization. The course will include topics that are unique to arts organizations and build upon topics students are introduced to in their previous courses. The course explores several of these topics more in-depth allowing students to hone their skills in areas that are most centered on their future career goals.

AADM Y500: Law, the Arts and Public Policy (3 cr.)

This course examines legal interests and rights of composers, writers, performing artists, visual artists, and arts organizations. It explores a broad range of legal considerations pertaining to relationships between parties in arts-oriented contexts. Topics addressed include: copyright, trademark, and right of publicity law; defamation and invasion of privacy law; advertising law; First Amendment issues for artists and arts administrators; contract law as applied to arts-related agreements; personal property law; and legal issues associated with differing forms of arts organizations.

SPEA N558: Fund Development for Nonprofits (3 cr.)

The nonprofit arts sector in the United States requires both earned and contributed income to survive. Those who pursue careers in fund development will need both quantitative and analytical skills to understand an organization’s income requirements and qualitative skills to develop and implement a plan to meet those needs.
In this course, we will review the historic philanthropic landscape for and examine the different sources of donations needed to complete the contributed revenue picture for nonprofit organizations. We will explore strategies for building and increasing contributed revenue inside organizations, concentrating on practical solutions that will serve graduates well as they begin their careers in fundraising.