

Syllabus for  
DRAM 420 & DANP 420 – Performing Arts Management  
3 Credit Hours  
SPRING 2024

I. COURSE DESCRIPTION

A dive into arts management and the creation of organizations. This course will study each step that goes into building the foundation for arts organizations and how the mission, culture, and framework shape the way companies are made and transformed. Theatre managers are the strongholds for solid and well-formed teams from which they build companies that shape the world. This course will study those strongholds.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

After completing this course successfully, students will be able to:

- A. Understand the structure of an organizational chart for theatre practices.
- B. Analyze current companies and their mission and impact on society.
- C. Work together to form their own company's framework.
- D. The process to build an arts company in today's society.
- E. Understand Christian leadership in the arts and it's work.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for the following program.

A. Theatre

a. Outcome 1: Intellectual/Academic/Personal Resilience

The student will articulate & defend their Christian aesthetic which will be grounded in theatre's history and best artistic practices. Through reflection of personal and other theatrical performances, the student will discover the importance of criticism as an evaluation tool.

b. Outcome 4: Leadership

The student will recognize and create traditional and non-traditional theatrical works that promote a truthful impact on culture in both local and global environments. The students will discover and communicate the relevance of theatre in society.

c. Outcome 5: Professional Proficiency

The student will develop the skills and attributes necessary for a professional artist. Through the practical application of various theatre techniques and evaluation of industry requirements, the student will navigate their personal habits, work ethic, leadership skills, and other individual attributes in order to fulfill their vision and calling as Christian artists.

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes.

- A. Personal Resilience
- B. Intellectual Pursuit
- C. Bold Vision

V. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials

Byrnes, W. (2022). Management & the Arts 6<sup>th</sup> Edition, Routledge  
ISBN: 9780367258900

VI. POLICIES AND PROCEDURES

A. Department Policies and Procedures

**Attendance** – At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets, 3 for this class. This allowance is for illness, personal business, and personal emergencies. Students may consider these personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced by one letter grade for each hour’s absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor’s excuse.

**Administrative Excused Absences** – Students who must miss class for University sponsored activities must follow these procedures:

- a. Inform the professor before the event.
- b. Arrange to complete missed work within one week.
- c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
- d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.

**Tardies** – Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student’s advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor’s responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on the previous day.

**Late Work** – The student is responsible for obtaining class assignments and the material covered during absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.

VII. COURSE CALENDAR (Subject to Change)

Week 1	Introduction/What are Arts Managers?
Week 2	Management Processes: Chapter 3
Week 3	Management Processes: Chapter 4
Week 4	Management Processes: Chapter 5
Week 5	Management Processes: Chapter 6
Week 6	Management Processes: Chapter 7
Week 7	Management Operations: Chapter 8
Week 8	Management Operations: Chapter 9

Week 9	Management Operations: Chapter 10
Week 10	Management Operations: Chapter 11
Week 11	Successful Management: Chapter 12
Week 12	Final Project Work
Week 13	Final Project Work
Week 14	Finals – Final Project Due

### VIII. OUTCOMES CONTRIBUTIONS

This course contributes to the University and Theatre outcomes as indicated below:

- a. Significant Contribution – Addresses the outcome directly and includes targeted assessment.
- b. Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.
- c. Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.
- d. No Contribution – Does not address the outcome.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
<b>1</b>	<b>Outcome #1 – Spiritually Alive</b> Proficiencies/Capacities				
1A	Biblical literacy				x
1B	Spiritual Formation			x	
<b>2</b>	<b>Outcome #2 – Intellectually Alert</b> Proficiencies/Capacities				
2A	Critical thinking, creativity, and aesthetics	x			
2B	Global & historical perspectives	x			
2C	Information literacy	x			
2D	Knowledge of the physical and natural world	x			
<b>3</b>	<b>Outcome #3 – Physically Disciplined</b> Proficiencies/Capacities				
3A	Healthy lifestyle		x		
3B	Physically disciplined lifestyle		x		
<b>4</b>	<b>Outcome #4 – Socially Adept</b> Proficiencies/Capacities				
4A	Ethical reasoning and behavior	x			
4B	Intercultural knowledge and engagement	x			
4C	Written and Oral Communication	x			
4D	Leadership capacity	x			