

# Arts Administration

## Faculty

### Ross Osmun

A.R.C.T. (Royal Cons.); B.Sc.,  
B.Mus., B.Ed., (Windsor); M.Mus.,  
D.M.A. (Eastman); Professor  
*Chair of the Program*

## Program Overview

This 75-credit interdisciplinary program combines the study of business, creative arts, public history and arts administration. The goal is to provide students with the skills and knowledge needed to participate in the business and organizational areas of the cultural sector. Students normally begin the program with core courses in Arts Administration, Business and one of the Arts concentrations (Drama, Fine Arts, Film Studies, Music, Public History and Heritage). As they proceed through the program, they will enroll in two practicum courses: AAD 253 (Internal Practicum), where they will be placed with an on campus organization (Centennial Theatre, Foreman Art Gallery, Musique Chez Nous, Drama Department, etc.) for their first work experience; and nearer to graduation, AAD 353 (External Practicum), in an off-campus cultural venue consistent with their disciplinary focus.

Students should identify which of the concentrations they wish to follow at the time of application to the program. Please consult the Chair of the Arts Administration Program for advice concerning program requirements. The two practicum courses will be arranged by the professor of the Arts Administration courses, along with representatives of the different concentrations. Students are permitted to register in a program that combines Arts Administration and a Major in their Arts concentration (i.e. 42 or 48 credits instead of 30). Those in 120-credit degree programs are strongly encouraged to do so, or pursue a minor (24 credits) in a second Arts or Business discipline. Concentration courses may be double-counted towards the Major. A Minor in Arts Administration is open to students majoring in Business or in one of the Arts Concentrations of the program. Students following an Arts Administration program who wish to add a Business program should contact the Williams School of Business.

## Required courses:

### Arts Administration (21 credits)

Of the 21 credits, 15 are mandatory: AAD 150, AAD 251, AAD 252 and the two practicums. These specialized courses provide students with specific knowledge of arts administration, as well as hands-on experience. Students are required to also take an additional 6 credits to complete their Arts Administration course requirements:

**AAD 150 Managing Arts Organizations: An Introduction 3-3-0**  
The course examines various types of arts organizations from the perspective of managing artistic resources including accounting, finance, human resources, project management and production organization.  
*AAD 150 is a suggested prerequisite to AAD 251.*

**AAD 200 Arts Administration Special Topic 3-3-0**  
This is a lecture course offered by different professionals in the field on topics not covered in regular Arts Administration courses. The course is taught on an occasional basis.

**AAD 202 International Market Development for the Arts 3-3-0**  
In this course, students acquire the basic knowledge, tools and strategies to successfully develop an artistic international project, for example: international touring, co-productions, exhibits, or presenting international artists in Canada. Subjects examined include: criteria needed to succeed on the international scene; strategic planning for international access and expansion; market study and expertise; financial support; branding and promotion; cultural competencies in work ethics and social codes; feasibility study; visas and fiscal regulations, cultural diplomacy.

**AAD 204 Financing the Arts: Fundraising in the Private and Public Sector 3-3-0**  
This course provides students with an in-depth understanding of the public and private funding systems in Canada at the federal, provincial and municipal level for artists, and for not-for-profit and, to a lesser degree, for-profit cultural organizations. It also provides students with the knowledge to build networks within these sectors and to undertake fund-raising initiatives.

**AAD 251 The Arts Ecosystem: Law, Governance, and Funding 3-3-0**  
This course examines the social/political context of cultural operations. Topics include legal considerations in not-for-profit organizations, governance, labour issues involving the status of an artist, copyright laws and funding structures and networking. Students will ultimately integrate these topics and concepts into Canada Arts Council grant applications.

**AAD 252 Cultural Marketing: Strategies for the Arts 3-3-0**  
The course examines the area of public relations and business communication as it relates to cultural promotion: marketing, press releases, advertising, sponsorship, consumer behavior.

**AAD 253 Arts Administration – Internal Practicum 3-1-0**  
This course provides students with experience working on real-world artistic projects and/or with existing cultural organizations on the Bishop's campus. The course is supervised by faculty who run these projects or organizations.  
*Prerequisite: AAD 150. AAD 253 is a prerequisite to AAD 353.*

**AAD 300 Independent Study 3-1-0**  
An individual project on a subject approved by a faculty member from the program.

**AAD 325 Festival I: Curating and Pre-Production 3-3-0**  
The BU Arts Fest (BUAF) is the ultimate experiential learning tool for the production of a real multidisciplinary festival. This course offers structured guidance for learning and implementing the following steps of the planning phase of a festival: curating, budgeting, fundraising, marketing research and pre-production.

**AAD 353 Arts Administration: External Practicum 3-3-0**  
This course is a directed independent study where the student is placed in a range of posts in the arts industry and in not-for-profit cultural agencies. This course should be taken before the final semester.  
*Prerequisites: AAD 150, AAD 251, AAD 252*

**AAD 345 Festival II: Production 3-3-0**  
This course offers a structured guidance to learning and implementing the following steps in the production phase of a festival: coordination/administration, fundraising, marketing and promotion, production. Students have the opportunity to test their knowledge against reality, and to reap the fruits of their hard work with the event itself.  
*Prerequisite: AAD 325*

**Business (27 credits)**

Full descriptions of the following can be found in the calendar section of the Williams School of Business. These courses will provide a foundation in the major functional area of business management. For assistance in registering in Business courses, please contact the Department Chair of the Williams School of Business.

BAC 121	Intro to Accounting
BHR 221	Organizational Behaviour
BHR 224	Human Resources Management
BHR 316	Organizational Conflict and Negotiation
BMG 214	Entrepreneurship
BMG 100	Business and Society
BMK 211	Marketing
ECO 103	Principles of Economics: Macroeconomics

*Plus one from:*

ECO 102, BFN 200, (need prerequisites), BMA 140

In terms of when to take these courses, the following sequence is recommended:

**First year:** ECO 103, BAC 121, BMG 100, BMK 211

**Subsequent years:** DOS 220, BHR 221, BHR 224, BMG 214, plus either ECO 102, BFN 200 (note: prerequisites required), or BMA 140

## Concentrations: Drama, Fine Arts, Film Studies, Music or Public History

Full descriptions of these courses can be found in the calendar sections of the departments. A concentration in one of these departments will ensure that students gain a solid foundation in one of the creative arts. Inquiries regarding prerequisites or any problems concerning the lists below should be addressed to the Chair of the appropriate Department.

**Drama (27 credits)**

MAJAAD

*(all of the following)*

DRA 101	Introduction to Technical Theatre
DRA 102	Introduction to Theatre
DRA 110	Introduction to Theatre II
DRA 131	Acting I
DRA 201	Contemporary Canadian Drama
DRA 222	Introduction to Shakespeare
DRA 246	Directing I

*One (3-credit) course from:*

DRA 211, DRA 212 or DRA 230

*One course (3 credits) chosen from:*

DRA 250	Intermediate Technical Theatre Stagecraft
DRA 251	Lighting Design
DRA 370	Independent Study Special Project
DRA 341	Production I: Technical Production
DRA 342	Production II: Technical Production
DRA 352	Independent Study Stage Management

**Fine Arts (27 credits)**

MAJAAF

**Fine Arts History Courses (18 credits)**

FIH 100	The Art of Viewing: Introduction to Art History
FIH 102	Survey of Western Art II: Renaissance to Neoclassicism

*Any 12 credits selected from:*

FIH 220	Twentieth Century Art to the Sixties
FIH 221	Art from the 1960s to the end of the Twentieth-Century
FIH 225	Special Topic in Canadian Art
FIH 230	History and Theories of Photography
FIH 240	Art, Popular and Mass Culture
FIH 246	Public Art and Monuments
FIH 260	Art and Nature: From Landscape to Posthumanism and the Anthropocene
FIH 290	Current Topics in Art History
FIH 314	Colonial and Postcolonial Issues in the Visual Arts (Prerequisite)
FIH 318	Current Art Practices and Production (Prerequisite)
FIH 320	Special Topic in Art History and Theory (Prerequisite)
FIH 323	Seminar in Art History, Theory and Criticism of Art (Prerequisite)
FIN 235	Museology (Prerequisite or consent from the instructor)
FIN 388	Museums and Communities (Prerequisite or consent from the instructor)

**Fine Arts Studio Courses (9 credits)**

*One course each in Drawing, Painting, and Sculpture*

**Film Studies (27 credits)**

MAJAAI

ENG 102	Approaches to Media Studies
ENG 170	Introduction to Film Studies
ENG 279	Film History to 1939
ENG 280	Film History after 1939

*At least one course chosen from:*

ENG 281	Canadian Cinema
FRA 259	Québec Cinema

*At least one course chosen from:*

ENG 382	Screen writing
ENG 383	Digital Filmmaking
ENG 384	Documentary Filmmaking

*Additional courses from the following list to meet the required 27 credits:*

CDC 200	Communication and Media Studies: Theory and Practice
CLA 150	The Ancient World in Film and Television
ENG 124	The Graphic Novel
ENG 217	The Arthurian Tradition
ENG 218	The Gothic Tradition
ENG 236	Popular Culture
ENG 278	Science Fiction in Literature and Film
ENG 282	Film Adaptation
ENG 283	Documentary Film

ENG 287	Image and Communication
ENG 291	Film Theory
ENG 293	Four Filmmakers
ENG 294	Film Comedy
ENG 295	Jane Austen and Film
ENG 297	From Aliens to Zombies
ENG 298	Studies in Directors/Actors: Alfred Hitchcock
ENG 350	Ghosts in the Machine: Technology, Media & Literature in Victorian England
ENG 381	The Evolution of the Fairy Tale in Literature and Film
FIH 230	History and Theories of Photography
FIH 240	Art, Popular and Mass Culture
FRA 250	French Cinema
GER 270	Introduction to German Film
GER 271	Rebels with a Cause: East German Cinema
ITA 309	Italian Cinema and Society
ITA 310	Italian Cinema and Society II
MUS 115	Film Music I
MUS 116	Film Music II
PHI 345	Topics in Philosophy of Film
RSC 237	Film and Religion
SOC 105	Media and Society I
SOC 241	Cinema
SOC 321	Sociology of Technology
SOC 381	Media and the Environment
SPA 318	Spanish Cinema
SPA 333	Hispanic Literature and Film

## Music (27 credits)

MAJAAM

Music History and/or Literature.....	9 credits
Music Theory .....	10 credits
(MUS 130, 135, 120, 125)	
Ensemble Courses .....	2 credits
Practical Study .....	3 credits
Music Electives .....	3 credits

## Public History and Heritage (28 credits)

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HIS 101	History Methods Lab
<i>Two of</i>	
HIS 105	Introduction to Global Studies: A Century of Conflict and Resistance
HIS 108	A Global History of Indigenous Peoples
HIS 109	New World: The Americas to 1850
<i>Mandatory</i>	
HIS 200	Historical Methods and Theories
HIS 240	History and Heritage
HIS 396	Public History

<i>Any twelve credits from</i>	
HIS 227	The Stuff of History: An Introduction to Material Culture
HIS 236	Public Art and Monuments
HIS 239	History and the Archives
HIS 298	Museums and Communities
HIS 391	Archival or Institutional Internship
CLA 110	The Art and Archaeology of Ancient Egypt
CLA 120	An Introduction to Classical Archaeology
CLA 205	Greek Art and Architecture
CLA 206	Early Christian Art and Architecture
CLA 207	Early Roman Art
CLA 208	Art and Architecture of Imperial Rome
CLA 240	Signs of the Past: Archaeological Interpretation
CLA 335	Sacred Space in the Ancient World
CLA 365	Topics in Classical Art and Archaeology

## Minor in Arts Administration (24 credits)

MINAAD

The Minor in Arts Administration provides an introduction to the discipline of Arts Administration. The Minor consists of 24 credits including 12 credits in Arts Administration. Students enrolled in Business may also add this Minor to enrich their degree.

### Requirements:

#### 1) For Arts Students

The AAD Minor is limited to Majors already enrolled in one of the following Arts disciplines: Drama, Fine Arts, Music, Film/Media Studies, or Public History and Heritage.

#### Required Courses:

12 credits in Arts Administration: AAD 150, 251, 252 plus one additional AAD course (recommended internal or external practicum).

12 credits in Business: BMG 100, BMK 211, BAC 121 plus one Business elective.

N.B. Humanities students may not combine an AAD minor with a Business program.

#### 2) For Business Students

12 credits in Arts Administration: AAD 150, 251, 252 plus one additional course (recommended internal or external practicum).

12 credits in one of Drama, Fine Arts, Music, Public History and Heritage, or Film/Media Studies, as specified by each program:

**Drama:** DRA 101, 102, 201 + one other course in dramatic literature.

**Fine Arts:** 12 credits taken from list supplied.

**Music:** MUS 130+9 credits in Music Literature and Performance, in consultation with the Chair.

**Film/Media:** ENG 102, DRA/ENG 170 + two of ENG 279, ENG 280, ENG 281 and ENG 259.

**Public History and Heritage:** Any 100 level HIS, 200, 240 + one of HIS 227, 229, 236, 239, 298.

### 3) For students not enrolled in the above-mentioned Arts programs or Business

Students must have six credits in either Drama, Film Studies, Fine Arts, Music, or Public History and Heritage before enrolling in the Minor.

6 credits in their Arts concentration

9 credits in Arts Administration: AAD 150, 251, 252

9 credits in Business: BMG 100, BMK 211, BAC 121

## Certificate in Arts Management (30 credits)

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The Certificate in Arts Management is designed to provide students who are working or interested in working in the artistic and cultural fields as managers with a professional background in Arts Administration. The program is composed of ten 3-credit courses (for a total of 30 credits) in Business Administration, Arts Management, and in the Arts.

### I. Required courses 18 credits:

*3 courses in Business Administration (9 credits)*

BMG 100	Understanding Business and Society
BMK 211	Marketing Management
BAC 121	Purposes of Accounting

*A minimum of 3 courses in Arts Administration (9 or 12 credits)*

AAD 150	Introduction and Internal Operation
AAD 251	Arts Administration: The External and Legal Environment
AAD 252	Arts Administration: Communications and Marketing
AAD 353	Arts Administration: External Practicum

### II. Optional courses:

Arts courses: 3 or 4 courses (9 or 12 credits) in one of the Arts—Drama, Fine Arts, Music, Film Studies or Public History and Heritage

Courses should be taken in one of the five disciplines only.

#### DRAMA:

DRA 101	Introduction to Technical Theatre
DRA 102	Introduction to Theatre
DRA 201	Contemporary Canadian Drama

*And any other course in dramatic literature.*

#### FINE ARTS:

*(9 or 12 credits)*

FIH 100	The Art of Viewing: Introduction to Art History
FIH 102	Survey of Western Art II: Renaissance to Neoclassicism
FIH 220	Twentieth Century Art to the Sixties
FIH 221	Art from the 1960s to the end of the Twentieth- Century
FIH 225	Special Topic in Canadian Art
FIH 230	History and Theories of Photography (No prerequisite)
FIH 240	Art, Popular and Mass Culture (No prerequisite)

FIH 246	Public Art and Monuments
FIH 260	Art and Nature: From Landscape to Posthumanism and the Anthropocene
FIN 235	Museology (Prerequisite or consent from the instructor)
FIN 388	Museums and Communities (Prerequisite or consent from the instructor)

#### MUSIC:

MUS 130	Materials of Music I
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*Any three Music Literature courses, in consultation with the Chair of Music.*

#### FILM STUDIES:

ENG170/ DRA170	Introduction to Film
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*An additional 6 or 9 credits from the following list:*

CDC 200	Communication and Media Studies: Theory and Practice
CLA 150	The Ancient World in Film and Television
ENG 102	Approaches to Media Studies
ENG 124	The Graphic Novel
ENG 170	Introduction to Film Studies
ENG 217	The Arthurian Tradition
ENG 218	The Gothic Tradition
ENG 236	Popular Culture
ENG 278	Science Fiction in Literature and Film
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ENG 293	Four Filmmakers
ENG 294	Film Comedy
ENG 295	Jane Austen and Film
ENG 297	From Aliens to Zombies
ENG 298	Studies in Directors/Actors: Alfred Hitchcock
ENG 350	Ghosts in the Machine: Technology, Media & Literature in Victorian England
ENG 381	The Evolution of the Fairy Tale in Literature and Film
ENG 382	Screenwriting
ENG 383	Digital Filmmaking
ENG 382	Documentary Filmmaking
FIH 230	History and Theories of Photography
FIH 240	Art, Popular and Mass Culture
FRA 250	French Cinema
FRA 259	Québec Cinema
GER 270	Introduction to German Film
GER 271	Rebels with a Cause: East German Cinema
MUS 115	Film Music I
MUS 116	Film Music II
PHI 345	Topics in Philosophy of Film
RSC 237	Film and Religion
SOC 105	Media and Society I
SOC 241	Cinema
SOC 321	Sociology of Technology



SOC 381	Media and the Environment
SPA 318	Spanish Cinema
SPA 320	Hispanic Cinemas and Social Engagement
SPA 333	Hispanic Literature and Film

**PUBLIC HISTORY AND HERITAGE:**

HIS 240	Introduction to History and Heritage
<i>An additional 6 or 9 credits chosen from:</i>	
HIS 200	Historical Methods and Theories
HIS 227	The Stuff of History: An introduction to Material Culture
HIS 228	Witnessing Atrocities: Truth and Reconciliation in a Global Context
HIS 229	Human Rights and Humanitarian Organizations
HIS 236	Public Art and Monuments
HIS 239	History and the Archives
HIS 275	Digital History
HIS 298	Museums and Communities
CLA 240	Signs of the Past: Archaeological Interpretation

# Classical Studies

## Faculty

**Jenn Cianca,**  
B.A. (Bishop’s), M.A., Ph.D. (Toronto); Professor

**Catherine Tracy,**  
B.A. (Dalhousie, University of New Brunswick), M.A. (Dalhousie),  
Ph.D. (Southern California); Professor

## Program Overview

*Socrates; Julius Caesar; Gladiators; The Olympic Games; Cleopatra; The Sphinx...*

A student in the Classical Studies (a.k.a. Classics) department will enter the world of the ancient Mediterranean. We focus especially on the civilizations of Greece and Rome and offer courses in their literature, mythology, history, culture, art, and archaeology. Students have the opportunity to learn Latin (the language of Roman emperors and Christian popes) and Greek (the language of philosophy, tragedy, and the New Testament). The courses offered by the faculty of the Classics department are also supplemented by related courses in the departments of Philosophy, Religion, Society & Culture, and the Liberal Arts program. Many of our classes do not have prerequisites and thus we welcome students from all disciplines. In this regard, most of the 200-level courses are suitable for students in their first year. All you need are interest and enthusiasm to begin your journey into the Classics.

## Programs

### Honours in Classical Studies (60 credits)

HONCLA

**Requirements:**

An overall average of 70% or more in courses counting towards the honours.

A minimum of 24 credits in Latin and Greek.

A minimum of two third-year courses.

CLA 400 and CLA 401 (thesis)

The remaining credits may be taken in any combination of CLA, GRE, or LAT courses.

### Major in Classical Studies (42 credits)

MAJCLA

**Requirements:**

Majors must take CLA 100 or CLA 101 in their first or second year, as well as a minimum of two third-year courses during their degree. Six credits in LAT or GRE are strongly encouraged. The remaining credits may be taken in any combination of CLA, GRE, or LAT courses.

### Greek and Roman Civilization Minor (24 credits)

MINCLA

**Requirements:**

Credits in CLA, GRE, and/or LAT count towards the Minor in Greek and Roman Civilization.

### Minor in Classical Languages (24 credits)

MINCLL

**Requirements:**

Credits in at least two of the following ancient languages: Hebrew, Greek, or Latin. At least 12 credits in either Greek or Latin.

### Minor in Classical Art and Archaeology (24 credits)

MINCAA

**Requirements:**

*One of:*

Cat I: CLA 120, and CLA 240;

Four of Cat II: CLA 110, CLA 205, CLA 206, CLA 207, CLA 208;

*One of Cat III:*

CLA 309, CLA 335, CLA 350, CLA 365, CLA 366;

*Two of Cat IV:*

any other CLA, LAT, or GRE courses.

Students may also choose to fulfil CAT IV by taking any of the following courses: HIS 240, HIS 277, HIS 236, HIS 239, HIS 275, HIS 298.