



Academic Programs: Art and Business

A MODEL FOR INTERDISCIPLINARY COURSES BASED ON NON-PROFIT CULTURAL AND SOCIAL INSTITUTIONS

Presented By:

Irina D. Costache and Dennis Muraoka

Overview

INTERDISCIPLINARY COURSES

An interdisciplinary course is defined as a course that addresses problems and issues using the methodology of more than one discipline.

Interdisciplinary Art Courses

- **ART 333**
History of Southern California Chicano Art (HIST)
- **ART 334**
The Business of Art (BUS)
- **ART 335**
American Ethnic Images in Novels, Film and Art (ENGL, HIST)
- **ART 336**
Art and Music: Dissonance, Diversity and Continuity (MUS)
- **ART 338**
Psychology of Art and Artists (PSY)
- **ART 431**
European Renaissance Literature and Art (ENGL)
- **ART 432**
Arts of the Harlem Renaissance (ENGL)
- **ART 434**
The Museum: Culture, Business, and Education (BUS, EDUC)

Interdisciplinary Business Courses

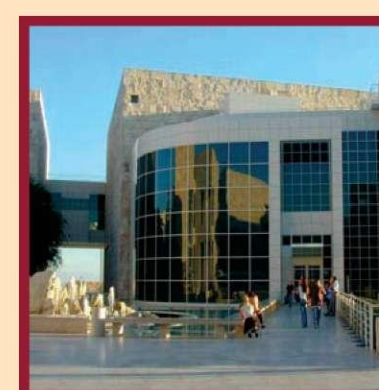
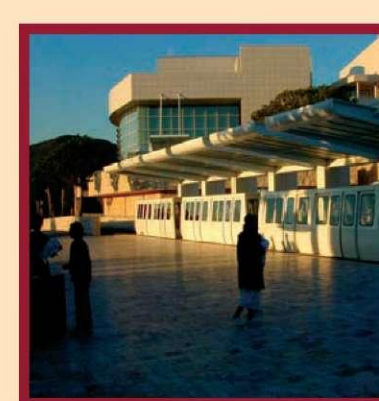
- **BUS 340**
Business and Money in the American Literature (ENGL)
- **BUS 339**
The Business of Art (ART)
- **BUS 349**
History of Business & Economics in North America (HIST)
- **BUS 434**
The Museum: Cultural, Business & Educational (ART, EDUC)

Museum Course

Justification

This class will expose students to a series of interconnected issues related to art, education and business. The field trips, lectures, discussions, guests speakers and extensive interdisciplinary activities will allow the participants to:

- Understand the complexity of each discipline
- Investigate the significance of these connections within the institution;
- Examine their role(s) in defining the dialogue with the international and local community.



Students will be able to earn 3 units in art, business or education.

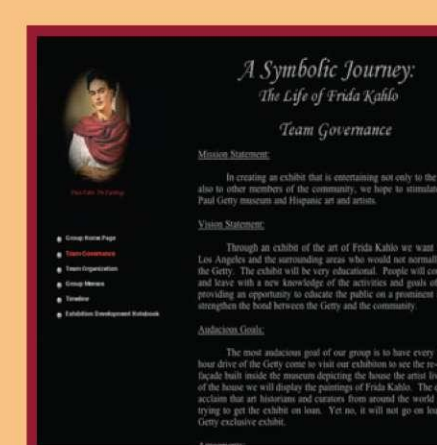
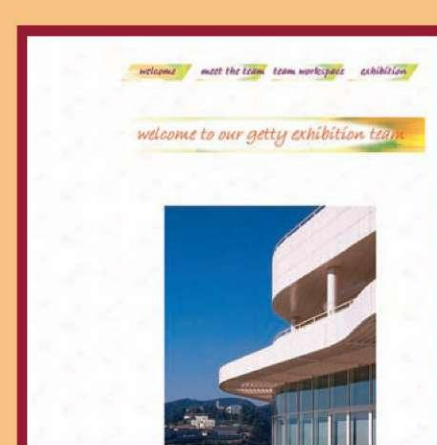
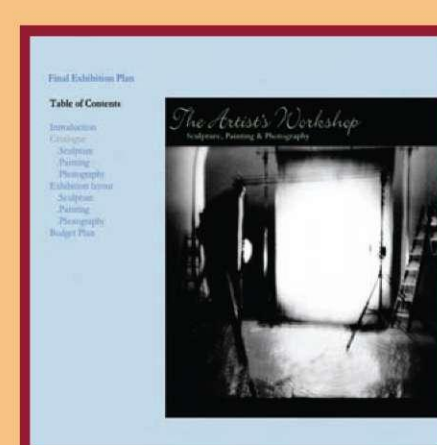
Learning Outcomes

Upon the completion of this course, students will be able to:

- Describe, understand and analyze the connections between the art business and education within museum practices.
- Evaluate the ways that art, business and education can be mutually beneficial in a museum environment.
- Examine from three different perspectives on the role of the museum in contemporary culture.
- Reflect in written and oral form on the various aspects of the museum as a cultural institution.
- Describe and analyze the processes of collecting and displaying art in museums.
- Analyze critically the development of an art collection and the specificity of museum practices.
- Evaluate and analyze the business practices of running a museum.
- Analyze the ethical issues in running a museum.
- Analyze the educational services offered by the museum and reflect on possibilities for new projects.
- Analyze how the educational projects of the museum are connected to what children learn in schools (California framework).
- Apply the knowledge and information to real life situation in a final presentation.

Outcome

A new comparative approach which now includes LACMA, Carnegie, Getty

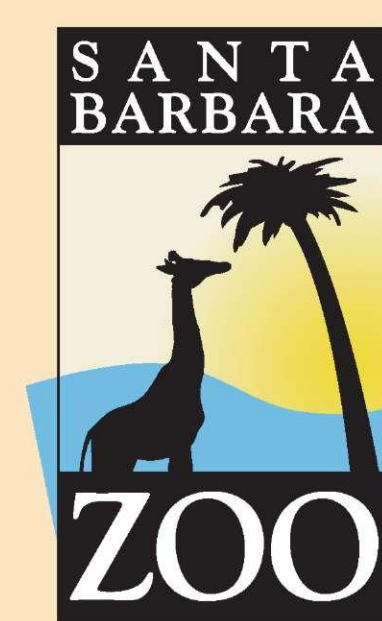


Screenshots from student galleries • Fall 2004

Zoo Course

Justification

Zoos and zoological gardens are widespread and highly familiar institutions. This course will introduce students to issues facing zoos from many different perspectives including biology, education, business and economics. Field trips to a local zoo, lectures, discussions, and guest speakers will enable students to:



- Examine the complex interdisciplinary issues facing modern zoos;
- Examine the roles and contributions of zoos to the local and global community;
- Examine the changing public perception of zoos in contemporary society.

Learning Outcomes

Upon the completion of this course, students will be able to:

- Describe the roles of biology, business, economics and education within the zoo.
- Analyze the interactions of biology, business, economics and education in a zoo. This analysis will include the ways that these disciplines complement and conflict with one another.
- Reflect in written and oral form on the zoo as a social institution and the role of the zoo in contemporary society.
- Describe the processes of collecting and displaying flora and fauna in zoos.
- Analyze the development of a zoo collection. Describe the effects of the macroeconomy on a zoo.
- Describe microeconomic issues facing zoos
- Evaluate the business and management practices of zoos including marketing and public relations.
- Analyze ethical issues in managing a zoo.
- Analyze current trends in zoos.
- Analyze the educational services offered by zoos and reflect on possibilities for new projects.

Outcome

A new comparative approach which now includes partnerships with:

- Liaison at Santa Barbara Zoo.
- Vice Chair of the Board of Directors
- Director and CEO
- General Curator
- Director of Marketing
- Veterinarian
- Director of Development

The Educational Value of Interdisciplinary Courses

- Multiple perspectives and voices
- Collaborations between students
- Understanding the interaction between disciplines in real-life environment
- New ways of learning
- New dialogues between faculty within and beyond classroom.