

AMGT 504

Professional Development in Arts Management Syllabus

Professional Development Arts Management

Dean William Reeder (Arlington, Founders Hall, Rm 465)

DATES March – May, 2012

DAY: Wednesdays: 3/21, 3/28, 4/11, 4/18, 5/2

TIME: 4:30 – 7:10 pm, unless otherwise specified

Contact Hours for Professor Reeder

College Hall: C-200

703-993-8624 (w); 202-257-2851 (c)

wreeder@gmu.edu; cbresnah@gmu.edu

Appointments are available by arrangement through his assistant, Carol Bresnahan at 703-993-8624. Times are flexible, but generally need to be scheduled one to two weeks in advance. All email communications with Dean Reeder should be copied to Mrs. Bresnahan.

Text: order on-line or whatever best/least expensive way

Please self select a book on professional or personal growth, which you will share with the class.

Additional recommended readings: (not mandatory, available used on Amazon)

Blanchard, Kenneth, Spencer Johnson. *The One Minute Manager*. New York: William Morrow & Company, 1981.

Blanchard, Kenneth, William Oncken, Jr., and Hal Burrows. *The One Minute Manager Meets the Monkey*. New York: William Morrow & Company, 1987.

Covey, Stephen. *The Seven Habits of Highly Effective Executives*. New York: Simon & Schuster, 1990.

Covey, Stephen. *First Things First*. New York: Simon & Schuster, 1994

Drucker, Peter F. *The Effective Executive*. New York: HarperCollins, 1967.

Rackham, Neil. *Spin Selling*. New York: McGraw-Hill, Inc., 1988

Oncken, William, Jr. *Managing Management Time*. New Jersey: Prentice-Hall, 1984.

Course Overview:

Through peer exchange, guest lectures, field trips and personal development exercises, this one credit course will provide practical skills in the transition between academic training and the workplace. In addition, students will develop a personal strategy for career advancement and will be introduced to the issues surrounding hiring, mentoring, training, working, and maximizing competitive advantage. Techniques for “getting the job,” vocational and managerial time management, and social style management will be introduced.

As the purpose of this course is to assist in a personal career plan, there are no graded exams. Grades will be based on attendance, participation and the final presentation of a personal strategy career plan. Students who miss more than 2 unexcused sessions or who fail to develop and present a career plan will not be eligible for an A grade. Special make-up sessions can be arranged through the Dean’s office, however the career plan must be presented to the entire class during a regular session.

Course Objectives:

To manage the transition between the academic and workplace setting;
To provide ongoing skills and strategies in developing one’s career pathway;
To learn better ways to analyze new workplace settings; define job descriptions and manage the work place proactively;
To advance effective resume building skills;
To advance communication skills, both oral and written;
To improve general presentation skills designed toward managing meetings with your boss, your colleagues and your team members;
To develop a personal career “road map.”

GRADING

Grades will be based on participation. There is no formal written assignment and no formal exam. However, each student’s professional job strategy will be evaluated as reflections of student effort and insight. Students who miss two classes or more (unexcused) will not earn an A. Failure to present a professional project will result in a failing grade.

Topic Areas

WEEK ONE – March 21

Introductions, beginning discussions of management careers and personal goal setting
Personal strategy project development discussion
Social Style training and exercises
Discussion of Peter Drucker.

WEEK TWO – March 28 Social strategies for developing influence

The lessons of William Oncken
Managing your career – moving from the vocational into the managerial
What every “boss” is looking for
How to succeed within the organization
How to manage your staff/team

WEEK THREE – April 11 (Golf and dinner) proposed time 4-8 pm
Social networking – building personal and professional power
"Fine Dining" and other social strategies for generating influence
Golf lesson followed by dinner at the Country Club of Fairfax
(Students will be a guest of Dean Reeder: Dress is business casual, no denim).
May have Arts at Mason Board Members involved

WEEK FOUR – April 18
Internships, first jobs, a “bigger/better” job, presenting oneself, networking
Guest Lecture
Personal Strategy Presentations discussion
Develop a resume

WEEK FIVE – May 2
The lessons of Neil Rackham's SPIN selling
Successful selling – how to negotiate
Personal strategy projects