Schulich School of Business

Memorandum

To: Faculty Council
From: Joyce Zemans, Director, Arts and Media Administration Program
Date: June 15, 2016

Motion
It is moved to approve the following motion:

1. Renaming of the MBA specialization from Arts and Media Administration to Arts, Media and Entertainment Management
2. Renaming the diploma from Graduate Diploma in Arts and Media Administration to Graduate Diploma in Arts, Media and Entertainment Management

Rationale
In keeping with the name change for the Arts and Media Administration specialization (which is part of the diploma requirements) we believe the name of the diploma should also change to Arts, Media and Entertainment Management.

Adding “Entertainment” to the program name more accurately reflects the scope of our program and its work. Lines between delivery methods and revenue models are continually being blurred and jobs in the sectors are being invented or re-invented to address the changing skill sets needed to manage the disruption. The change from “Administration” to “Management” more clearly reflects the skill sets provided to students as well as the language currently used in the industry.

Our program equips students to work in all fields in the arts, media and entertainment sectors, from legacy management to change management, from rights negotiations and managing creative people to building flexible strategies for managing the advent of new, disruptive, technologies while maintaining a solid understanding of the regulatory nature the industry.

Changing the diploma name to reflect the change to the program provides clear identification of graduates as having expertise in these areas of management study.

There are no changes to the diploma requirements, learning outcomes or assessment associated with this change nor is there a need for accommodation for any student currently enrolled in the program.

There are no additional resource requirements associated with this change.