



SLO Assessment Cycle for MUSI 53

Music Business

Assessment Initiated by: [Robert Farrington](#) (8507) in MUSI

Outcomes:

Outcome 1: Statement

The successful student will demonstrate comprehension of the concepts of copyright law, contracts, agents/managers, music publishing, performance rights organizations, record deals, concert promotion, artist promotion kits, trademarks on band names and accessories, and careers in music.

Assessment Cycle Records:

Outcome 1: Assessment Planning Modified: [01/28/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: Robert Farrington

Assessment Tools: Exams • Portfolios • Written Reports • Art Works or Products

Outcome 1: Reflect & Enhance Modified: [02/02/2012]

Number of people involved in Reflection and Enhancement: 1

Changes:

Methods:

Student assessment is taken from the results of the final exam. Students are asked to describe the functions of the music business concepts listed in this SLOAC.

Summary:

For students who complete the course, there is a high success rate and comprehension of the listed proficiencies. The main area for student improvement is in terms of their organizing time and research for better success. The students who receive lower scores demonstrate little preparation and give incomplete answers. This is a reflection on the clientele in this class as they tend to be lower functioning academic students, yet possessing better musical skills.

Enhancement (Part I):

Emphasis will be put by the instructor on encouraging students to organize their time better for all classes they enroll in, and setting aside more time to study for exams in silence and read the textbook.

Enhancement (Part II):

A new budget should be established in order to give honorariums for two guest speakers each quarter for this class.

Outcome 2: Statement

The successful student will complete a project demonstrating comprehension of one of the music business areas listed in SLO 1.

Outcome 2: Assessment Planning Modified: [01/28/2011]

Assessment Strategy Used:

Quarter: Spring 2011

Assessors: Robert Farrington

Assessment Tools: Portfolios • Art Works or Products

Outcome 2: Reflect & Enhance Modified: [02/02/2012]

Number of people involved in Reflection and Enhancement: 1

Changes:

Methods:

Students are assessed on how organized, informative, and useful for music careers, their projects are presented to the class.

Summary:

Most of the student project presentations are well-done and meet expectations for success in this course. For a few students, they either try to do too much and don't complete their project, or they put little thought into their project, procrastinate, and present very little worthwhile information for the class.

Enhancement (Part I):

More emphasis will be put on the instructor encouraging students to decide on a project, with the instructor's help, early in the quarter; pace themselves throughout the quarter to make progress on their project without waiting until the last minute to "throw something together"; and to achieve a tangible and presentable result for the other students in the class.

Enhancement (Part II):

A new budget should be established in order to give honorariums to the two guest speakers that students write reports on each time the class is offered.

[Number of Outcomes for MUSI 53: 2]