

The George Washington University

Department of Museum Studies

2004

Museum Management and Administration Course Offerings

Museum Administration:

An overview of the major activities in governing and managing a museum. Course introduces the student to the non-profit sector and the context of the legal and professional expectations for governance. Course covers the elements of strategic planning, the role of the CEO/Director, building the organization structure and staffing. Finance, operations, and facilities management are also covered. The course also includes sessions on fundraising, business planning, performance measurement, marketing, public relations, and corporate sponsorship. Students have reading assignments, three short papers on assigned cases, and work on a team project which involves creating a new museum and a convincing written prospectus.

Managing People and Managing Projects:

This course provides the tools necessary to effectively operate in the modern museum environment. Students will learn about organizational behavior theory, the methods of building a motivated and skilled staff, and focus on the team process. Project management systems will be taught including developing scopes, schedules and budgets, team dynamics, resource leveling, and working within a matrix environment. The role of the project manager is emphasized along with tools for managing change and negotiating conflict. Case studies are presented by staff working in museums today. The students work on team projects (with final paper) which require their understanding of the team process and their roles within the team. Reading assignments, a short paper, team project and final exam are required.

Leading Change in Museums:

Students are given intensive reading assignments and expected to engage in class discussion on a variety of topics including change theory, best practices in business, leadership skills, ethics, and organizational culture. Guest lecturers illustrate contemporary issues of board

relations, interim leadership and succession planning, dealing with controversy, advocacy and stakeholder management, and establishing new organizational structures, for example.

Fiscal Management of Museums:

Overview of all aspects of budgeting, accounting, and financial analysis for museum operations with a focus on linking financial activity to strategic objectives.

Marketing the Museum: a focus on building audiences, developing business plans, fundraising, handling public relations, and working effectively with local communities. Understanding the need to create a unique service for the public and ways to implement strategies.

Internships and Directed Research: Students spend up to 520 hours working in museums on internship projects. Examples of administrative internships include developing strategic plans, marketing studies, fundraising policies and plans, surveys of museum practices, grant writing, project management, and policy studies. Directed Research includes an in-depth study of a particular subject (e.g. museum governance or marketing trends) often with the goal of producing a publishable paper.

For more information on the above please contact

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