

Problem

Business



**ASSIGN
BUSTER**

Case Questions The events of the case study illustrated different situations that often occur in the real world as depicted in the text. For instance the administration of the RCM dealt with conflicts of interest due to the fact that they had to decide whether the music school was going to focus on the academic side or satisfying the needs of its corporate sponsors.

2) Peter Simons has had a tough tenure as the leader of the RCM. He administered the separation of the RCM from the University of Toronto. In the process he had to fire 106 teachers and 15 staff members. Despite his early struggles Peter has done a good job managing the RCM. He was able to successfully obtain over \$100 million in endowments from a variety of sources. Another of his achievements was improving the infrastructure of the RCM.

3) The RCM made a change from an academic perspective to a corporate focus. The change occurred because the organization realized it was easier to find funding from the private sector. There were also other fundamental changes such as focusing more on teaching music skills than to give courses on the history of music and other academic topics.

4). In the future the organization should focus on forming alliances with both the private and public sector. The academic community should not be discarded because they can help the organization indirectly in its recruiting efforts. Doing music festivals at universities is a great way to attract the youth to join the RCM.