UNIVERSITI TEKNOLOGI MARA
CPM656: PROFESSIONAL PRACTICE MANAGEMENT

Course Name (English)	PROFESSIONAL PRACTICE MANAGEMENT `APPROVED`
Course Code	CPM656

MQF Credit	2

Course Description	This course is designed to provide a comprehensive introduction in all aspects before venturing into the photography business. Students are prepared with marketing and managerial skills to build and maintain a successful business. Current business trends, issues and development will be discussed to further exposed students with sufficient information beforehand. Other key topics being discussed are; setting up a premise, business concept, communication skills, marketing strategy, dealing with clients and handling jobs from start to finish.

Transferable Skills	Demonstrate professional skills, knowledge and competencies.

Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation

CLO		
	CLO1	Initiate a business plan in consistence with current market trends and development alongside proper research and studies
	CLO2	Display professionalism in handling photography type businesses accompanied by sufficient technical skills and knowledge.
	CLO3	Identify opportunities in the photography business and taking advantage from the current style of photography without degrading the value of image making in a professional manner.

Pre-Requisite Courses	No course recommendations

Topics
1. Establishing a Business   1.1) Planning a photography business.   1.2) Defining your business focus.   1.3) Support team.
2. Business Financing   2.1) Bankers.   2.2) Getting loans.   2.3) Financial planners.   2.4) Cash management.
3. Setting up a Premise   3.1) Choosing a specialty.   3.2) Workspace.   3.3) Location   3.4) Equipment.
4. Marketing Strategy   4.1) Identifying business market.   4.2) Marketing types.
5. First Assessment (Assignment)   5.1) Studio Plan and Workplace
6. Hiring and Managing Staff   6.1) Assistants, photo editor, designer, webmaster.   6.2) Staff management and welfare.

7. Distinguishing Products and Services 7.1) How to be unique and different. 7.2) What to offer that others don't.
8. Managing Assignments 8.1) Getting a job. 8.2) Gathering information for cost estimations. 8.3) Preparing the best portfolio.
9. Providing customer service 9.1) Customer service in the photography business. 9.2) Handling problematic customers. 9.3) Services that will recur customers over time.
10. Second Assessment (Assignment) 10.1) Costing for Business Start-up
11. The Future of The Industry 11.1) What to expect in the future. 11.2) Preparing for future advancement.
12. The Use of Computers in The Field 12.1) PC vs. Mac 12.2) The laptop alternative. 12.3) Essential software options. 12.4) E-mail and the internet. 12.5) Dedicated studio management software. 12.6) Other software for photography aid.
13. The Popularity of Stock Photography 13.1) Why buy stock images. 13.2) Stock images impact on photographers. 13.3) Pros and cons of being a stock photographer.
14. Final Assignment (Submission) 14.1) Presentation and submission.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Studio Plan	20%	CLO1
	Assignment	Workplace	20%	CLO2
	Assignment	Costing for Business Start-up	60%	CLO3

Reading List	Reference Book Resources	• Ira Wexler 1997, *The Business of Commercial Photography*, Amphoto [ISBN: 081743612X]
		• William Wells,John Burnett,Sandra Ernst Moriarty 2006, *Advertising*, Prentice Hall [ISBN: 0131465600]
		• Hugh Marshall 1989, *Art-directing Photography*, Betterway Books [ISBN: 0891342591]
		• Lara White 2013, *Photography Business Secrets*, John Wiley & Sons [ISBN: 1118488407]
		• Alain Briot, *Marketing Fine Art Photography* [ISBN: 1933952555]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	