



UNIVERSITI TEKNOLOGI MARA

CTM111: FUNDAMENTALS OF MANAGEMENT

Course Name (English)	FUNDAMENTALS OF MANAGEMENT APPROVED
Course Code	CTM111
MQF Credit	2
Course Description	The course is designed to give students an understanding of the fundamental concept of marketing in arts industry, and how to find their way around the various government and non government organizations whose policies impact upon their arts practice. This course critically examines the theory and practice of management and marketing in the arts industry.
Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts.
Teaching Methodologies	Lectures, Blended Learning, Case Study, Small Group Sessions
CLO	CLO1 Identify the basic principles of management of arts industry. CLO2 Demonstrate the fundamentals concepts of arts management through written and oral presentation. CLO3 Discover the contemporary issues in arts industry management.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Managers and Management 1.1) Define the terms within arts management 1.2) Describe then nature of arts organization 1.3) Identify and describe the arts Environmental factors 1.4) Discuss the issues and problems of arts management 1.5) Understand management functions, roles, and skills 1.6) of a manager	
2. Week 2 - Management Yesterday and Today 2.1) Describe the six major approaches to management. 2.2) Understand the basic history of management of the past, and present. 2.3) Discuss the current trends and issues.	
3. Week 3 - Foundation of Planning I 3.1) Understand the purposes of planning. 3.2) Understand the Role of Goals and Plans in planning. 3.3) Discuss the current types of goals and plans. 3.4) Approaches to establishing goals. 3.5) Develop plans and goals setting. 3.6) SWOT analysis	
4. Week 4 - Foundation of Planning II 4.1) Understand the purposes of planning. 4.2) Understand the Role of Goals and Plans in planning. 4.3) Discuss the current types of goals and plans. 4.4) Approaches to establishing goals. 4.5) Develop plans and goals setting. 4.6) SWOT analysis	
5. Week 5 - Foundation of Decision Making I 5.1) Understand the Decision-Making Process. 5.2) Understand types of Problems and Decisions. 5.3) Discuss the Decision-Making Biases and Errors.	

<p>6. Week 6 - Foundation of Decision Making II 6.1) Understand the Decision-Making Process. 6.2) Understand types of Problems and Decisions. 6.3) Discuss the Decision-Making Biases and Errors.</p>
<p>7. Week 7 - Basic Organization Design I 7.1) Identify and define the six elements of organization structure 7.2) Contrast authority and power 7.3) Identify the five different ways by which management can departmentalize.</p>
<p>8. Week 8 - Basic Organization Design II 8.1) Identify and define the six elements of organization structure 8.2) Contrast authority and power 8.3) Identify the five different ways by which management can departmentalize.</p>
<p>9. Week 9 - Leadership and Trust I 9.1) Define leader and explain the difference between managers and leaders 9.2) Describe the Fiedler contingency model 9.3) Identify the qualities that characterize charismatic leaders</p>
<p>10. Week 10 - Leadership and Trust II 10.1) Define leader and explain the difference between managers and leaders 10.2) Describe the Fiedler contingency model 10.3) Identify the qualities that characterize charismatic leaders</p>
<p>11. Week 11- Foundation of Control I 11.1) Define control 11.2) Describe three approaches to control 11.3) Explain why control is important 11.4) Distinguish among the three types of control</p>
<p>12. Week 12 - Foundation of Control II 12.1) Define control 12.2) Describe three approaches to control 12.3) Explain why control is important 12.4) Distinguish among the three types of control</p>
<p>13. Week 13 - Introduction to Art Marketing process and how it is managed 13.1) Understand the four management roles and process. 13.2) Define the 4Ps and 4Cs.</p>
<p>14. Week 14 - Final Project Presentation 14.1) Demonstrate and illustrate the concepts of arts management through written and oral presentation.</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment 1: PART A: Student are required to do an online personality test based on C.Jung and I. Briggs Myers type theory at http://www.humanmetrics.com/cgi-win/jtypes2.asp PART B: Students have to write a brief about themselves why they choose to be an art manager Individual Assignment II PART A: Student are required to come out with a organization chart of their own. PART B: Written assignment of not more than three pages.	30%	CLO1
	Group Project	Final Assignment PART A: Student is required to come out with a “dream organization” of their own to complete the following task: • What is their organization called? • Who is in the team? • Where is the organization located? • How do they control their organization? PART B: Final Assignment Presentation *Groups are required to prepare a written assignment and multimedia presentation on week 14.	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Bose, Dr. Chandra 2004, <i>Principles of Management and Administration</i>. • Robbins, S. P. (2003) <i>Fundamental of Management 4th edition</i> • Robert Heller, Tim Hindle 2008, <i>Essential Manager's Manual</i>, Dorling Kindersley Publishers Ltd [ISBN: 9781405328388] • Stephen R Robbins, David A. De Cenzo, Mary Coulter 2015, <i>Fundamental of Management: Essential Concept and Application</i>, Prentice Hall [ISBN: 13978013377]
	Reference Book Resources	<ul style="list-style-type: none"> • Norlida Kamaluddin, Za'faran Hassan, Rabiah Abdul Wahab, Rohaya Mohd Hussein 2011, <i>Principles of Management</i>, Second Ed., Oxford [ISBN: 9789834711948]
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> • Website <i>Management Principles</i> http://2012books.lardbucket.org/books/management-principles-v1.0/ 	