



UNIVERSITI TEKNOLOGI MARA

CTM131: MUSEUM MANAGEMENT

Course Name (English)	MUSEUM MANAGEMENT APPROVED
Course Code	CTM131
MQF Credit	3
Course Description	All Museum / Gallery personnel have management duties, whether on the resources under their care or to ensure the task and responsibilities given are carried out accordingly. They operate in a very complex environment and often influence by many external factors. This course is focused on two components, namely, an introduction to museum as setting to museum management and the management concept. Students will be exposed to management process and analyzing situations in the management: possible problems encountered by the organisation/management and finding ways to overcome these problems. At the same time this course will try to inculcate the right attitude in any management climate: responsibilities, dedication, positive thinking, outlook, critical and able to work in a team.
Transferable Skills	Organize project, delegate task, sharing and distribute information, analyze related subjects.
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Practical Classes
CLO	CLO1 Distinguish the objectives, functions and roles of museum. CLO2 Identify the basic management concept and process CLO3 Inculcate the right attitude towards museum administration, organisation and good governance
Pre-Requisite Courses	No course recommendations
Topics	
1. Course introduction. 1.1) Briefing on subject. 1.2) Briefing on field trip 1.3) Assignments	
2. Introduction: What is a museum? 2.1) Museums in Malaysia. 2.2) Museums abroad. 2.3) Museum and its functions.	
3. Changing museum definitions. 3.1) Making museum approachable and friendlier. 3.2) Making museum fun.	
4. Field Trip: Objectives, function and role of a museum. 4.1) Visiting local museum. 4.2) Observing local museum and its administration.	
5. The management concept. 5.1) Management concept of museum administration.	
6. Professional visit to museums. 6.1) Visiting conceptual museum. 6.2) Observing its functions and purposes.	
7. Discourse on professional visit. 7.1) Discussion on previous museum visit.	
8. The management process. 8.1) Organization process and procedures in a museum administration.	

9. SWOT analysis and Group Project Presentation. 9.1) Group Presentation.
10. Good governance / good management. 10.1) Managing for excellent outcome.
11. Excellent work culture. 11.1) Study on habits, traits and setting goal.
12. Leadership and Motivation. 12.1) Leading staff for excellent outcome.
13. Case study: 'Museum Director as Manager'. 13.1) A leading manager study and his vision.
14. Seminar and Test. 14.1) Internal Test.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are REQUIRED to visit one selected museum in town to familiarize themselves the concept of museums today. They are required to ask question in regards to the management site and issues that may arise on managing the museum to the representative of the museum	30%	CLO1
	Assignment	Students will have to sit for an internal written test. Attendance is compulsory. Failure to do so may result in marks deduction.	40%	CLO3
	Group Project	Students are assigned to reinvent or rebranding Arkib Pujangga. They have to archived all kind of information regarding faculty from it is previous name; Faculty of Performing Arts, Faculty of Creative Technology and Artistic to Faculty of Film, Theatre and Animation. Student will be assign by the lecturer to collect selected data; i.e the name of student, their current job etc. This does include previous lecturers, students and lecturer works, books, journal and many more.	30%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Jabatan Warisan Negara. 2005, <i>Akta Warisan Kebangsaan 2005</i>, Jabatan Warisan Negara Kuala Lumpur • Ambrose, T and Pain, C. 1993, <i>Museums Basic</i>, Routledge London • Moore, K 1994, <i>Museum Management</i>, Routledge London • Edson, G. and Dean, D 1994, <i>The Handbook for Museums</i>, Routledge London • Gary, E. and David, D. 1994, <i>The Handbook for Museums</i>, Routledge London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	