



UNIVERSITI TEKNOLOGI MARA

CTM243: TALENT MANAGEMENT

Course Name (English)	TALENT MANAGEMENT APPROVED
Course Code	CTM243
MQF Credit	3
Course Description	Students will learn how to identify and manage a talent for the creative market. Student will also be able to observe and develop talent for production. Student will also discover how a talent will affect the art, production budget and location. They will learn on getting the right talent and producer's candidate by creating efficient and effective communication and alliance.
Transferable Skills	Demonstrate practical and contemporary knowledge of relevant professional, ethical and legal frameworks. Demonstrate the ability to dream, imagine and visualize.
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Practical Classes, Presentation
CLO	CLO1 Identify and administer talents CLO2 Promote talents for creative market. CLO3 Apply a management style for each talent.
Pre-Requisite Courses	No course recommendations
Topics	
1. INDIVIDUAL PROJECT 1.1) International Talent.	
2. INDIVIDUAL PROJECT 2.1) Portfolio Project ; 2.2) Pitch a talent for a portfolio project	
3. INDIVIDUAL PROJECT 3.1) Editorial Clippings; 3.2) Collect editorial images related with 3.3) your project.	
4. GROUP PROJECT 1 4.1) Portfolio Project: Planning; 4.2) A resume for your talent. 4.3) A photo session style direction. 4.4) Photo session budgeting.	
5. GROUP PROJECT 1 5.1) Discussions.	
6. GROUP PROJECT 1 6.1) Proposal Presentation.	
7. GROUP PROJECT 2 7.1) Portfolio Project: Network; 7.2) • Where to send your talent. 7.3) • How to expose your talent. 7.4) • What to determine your talent's fee.	
8. GROUP PROJECT 2 8.1) Library research	

9. GROUP PROJECT 2 PRESENTATION 9.1) Group Presentation.
10. GROUP PROJECT 3 10.1) Portfolio Project: 10.2) Portfolio Package.
11. GROUP PROJECT 3 11.1) Portfolio Project: 11.2) Portfolio Package.
12. GROUP PROJECT 4 12.1) Portfolio Project: 12.2) Final Presentation.
13. PORTFOLIO SUBMISSION 13.1) Discussion.

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Group Project Talent Portfolio Project 1: Planning (15%) Talent Portfolio Project 2: Network (15%) Talent Portfolio Project 3: Package (20%) Talent Portfolio Project 4: Presentation (10%)	60%	CLO1 , CLO2 , CLO3

Reading List	Recommended Text	Reference Book Resources
		<ul style="list-style-type: none"> Blumenthal, Howard & Good enough, Oliver, <i>The Business of Artist Management</i>, 3rd Ed Ed., Billboard Books USA

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources