



UNIVERSITI TEKNOLOGI MARA

FMA411: ARTS MANAGEMENT

Course Name (English)	ARTS MANAGEMENT APPROVED
Course Code	FMA411
MQF Credit	3
Course Description	This course will expose the student to understand the basic principle of management of art industry related to the foundation of POLC (Planning, Organizing, Leading, Controlling). Throughout the duration of the term, student will be provided by the case study of contemporary issues related with leadership and teamwork in arts industry management. By the end of the course, the student will have a complete understanding and execute art project effectively incorporating the four function of POLC (Planning, Organizing, Leading, Controlling).
Transferable Skills	Communication skill. Organisation/management/leadership/ decision making.
Teaching Methodologies	Lectures, Blended Learning, Discussion, Workshop, Self-directed Learning
CLO	CLO1 Develop an understanding on basic principle of management of art industry related to the foundation of POLC (Planning, Organizing, Leading, Controlling) CLO2 Execute art project effectively incorporating the four function of POLC (Planning, Organizing, Leading, Controlling). CLO3 Explain the contemporary issues related with leadership and teamwork in arts industry management.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1: Introduction To Course. 1.1) Management concept	
2. Week 2: Managers And Management Part 1 2.1) • Define the terms within arts management 2.2) • Describe then nature of arts organization 2.3) • Identify and describe the arts Environmental factors	
3. Week 3: Management Yesterday And Today 3.1) • Describe the six major approaches to management. 3.2) • Understand the basic history of management of the past, and present. 3.3) • Discuss the current trends and issues	
4. Week 4: Introduction To PLOC 4.1) • Understand the purposes of POLC	
5. Week 5: Foundation Of Planning Part 1 5.1) • Understand the purposes of planning. 5.2) • Understand the Role of Goals and Plans in planning.	
6. Week 6: Foundation Of Planning Part 2 6.1) • Discuss the current types of goals and plans. 6.2) • Approaches to establishing goals. 6.3) • Develop plans and goals setting.	
7. Week 7: Foundation Of Organising Part 1 7.1) • Identify and define the six elements of organization structure 7.2) • Contrast authority and power	
8. Week 8 : Foundation Of Organising Part 2 8.1) • Identify and define the six elements of organization structure 8.2) • Contrast authority and power	

9. Week 9: Individual Presentation Of Fundamentals Concepts Of Arts Management. 9.1) N/A
10. Week 10: Foundation Of Decision Making Part 1 10.1) N/A
11. Week 11: Foundation Of Decision Making Part 2 11.1) N/A
12. Week 12: Foundation Of Leading Part. 12.1) N/A
13. Week 13: Group Project Presentation Of Contemporary Issues In Arts Industry Management 13.1) N/A
14. Week 14: Course Review 14.1) N/A

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) research assignment of the basic principles knowledge of management of art industry	30%	CLO1
	Assignment	One (1) presentation with one (1) written report of fundamentals concepts and effective arts management practical skill of arts management.	30%	CLO2
	Group Project	One (1) group project research of the contemporary issues related with leadership and teamwork in arts industry management.	40%	CLO3

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • Heller, R., Hindle, T 2016, <i>Essential Manager's Manual</i>, DK Publishing United State [ISBN: 978-146545468] • Vachira Nalinka Karunaratne 2016, <i>Human Resources Management</i>, Createspace Independent Publication United State [ISBN: 9781530556533] • Fons Trompenaars, <i>100+ Management Models</i> [ISBN: 9789674152673] 	<ul style="list-style-type: none"> • Norlida Kamaluddin, Za'faran Hassan, Rabiah Abdul Wahab, Rohaya Mohd Hussein 2017, <i>Principle of Management</i>, 3rd Edition Ed., Oxford Fajar Kuala Lumpur [ISBN: 978-983471194] • William J. Byrnes 2014, <i>Management and the Arts</i>, Focal Press New York and London [ISBN: 9780415663298] • Dee Boyle-Clapp 2016, <i>Fundamentals of Arts Management</i>, 6th Ed., Arts Extension Service

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