



UNIVERSITI TEKNOLOGI MARA

PCT656: PROFESSIONAL PRACTICE MANAGEMENT

<b>Course Name (English)</b>	PROFESSIONAL PRACTICE MANAGEMENT <b>APPROVED</b>		
<b>Course Code</b>	PCT656		
<b>MQF Credit</b>	2		
<b>Course Description</b>	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.		
<b>Transferable Skills</b>	Demonstrate professional skills, knowledge and competencies.		
<b>Teaching Methodologies</b>	Lectures, Demonstrations, Practical Classes, Tutorial, Presentation		
<b>CLO</b>	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		
<b>Pre-Requisite Courses</b>	No course recommendations		
<b>Reading List</b>	<table border="1"><tr><td><b>Reference Book Resources</b></td><td><ul style="list-style-type: none"><li>• Ira Wexler 1997, <i>The business of commercial photography</i>, Amphoto Books, New York</li><li>• Hugh Marshall 1989, <i>Art-Directing Photography</i>, North Light Books, Ohio</li><li>• Wells Burnett Moriaty 2003, <i>Advertising Principles and practice</i>, Pearson Education International</li></ul></td></tr></table>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"><li>• Ira Wexler 1997, <i>The business of commercial photography</i>, Amphoto Books, New York</li><li>• Hugh Marshall 1989, <i>Art-Directing Photography</i>, North Light Books, Ohio</li><li>• Wells Burnett Moriaty 2003, <i>Advertising Principles and practice</i>, Pearson Education International</li></ul>
<b>Reference Book Resources</b>	<ul style="list-style-type: none"><li>• Ira Wexler 1997, <i>The business of commercial photography</i>, Amphoto Books, New York</li><li>• Hugh Marshall 1989, <i>Art-Directing Photography</i>, North Light Books, Ohio</li><li>• Wells Burnett Moriaty 2003, <i>Advertising Principles and practice</i>, Pearson Education International</li></ul>		
<b>Article/Paper List</b>	This Course does not have any article/paper resources		
<b>Other References</b>	This Course does not have any other resources		