



## UNIVERSITI TEKNOLOGI MARA

### ACM753: ART AND CULTURAL MANAGEMENT

<b>Course Name (English)</b>	ART AND CULTURAL MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	ACM753
<b>MQF Credit</b>	3
<b>Course Description</b>	This course offers practical knowledge of the methods and tools necessary for managing artistic and cultural activities, while providing students with the opportunity to recognize, develop and extend their professional knowledge, skills, attitudes and values within a flexible cultural framework. Students will be equipped for senior positions of responsibility in the context of arts and culture which will enable them to assist their organizations in a systematic and effective manner.
<b>Transferable Skills</b>	Reflective Learner Resourceful and Responsible Effective Communicator Responsive Experienced Collaborator Expert in Field Independent and Critical Thinker Confident Ethically and Socially Sensitive Creative and Innovative Adaptable
<b>Teaching Methodologies</b>	Lectures, Reading Into Writing Task, Discussion, Presentation
<b>CLO</b>	CLO1 Understand basic approaches in art and cultural management within the context of our culture. CLO2 Comprehend the cultural policies for socially responsible cultural management. CLO3 Assess organizational operations and conduct an event from idea concept stage to actual art and cultural management.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Arts Management</b> 1.1) n/a	
<b>2. Community Art Management</b> 2.1) n/a	
<b>3. Cultural Policy and practice</b> 3.1) n/a	
<b>4. Cultural Communication and Information</b> 4.1) n/a	
<b>5. The Law and Arts Management</b> 5.1) n/a	
<b>6. Exhibitions: Management and Curatorship</b> 6.1) n/a	
<b>7. Exhibitions: Management and Curatorship</b> 7.1) n/a	
<b>8. Curating Contemporary Art</b> 8.1) n/a	

<b>9. Curating Contemporary Art</b> 9.1) n/a
<b>10. Seminar Presentation</b> 10.1) n/a
<b>11. Seminar Presentation</b> 11.1) n/a
<b>12. Seminar Presentation</b> 12.1) n/a
<b>13. Seminar Presentation</b> 13.1) n/a
<b>14. Post mortem of Seminar Presentation</b> 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Review of a selected art council by focusing on its mission, vision and strategies in promoting the status of art in its respective country. For the second assignment, students have to write a proposal of an art and cultural project, such as an art exhibition.	30%	CLO2
	Assignment	Analyze the essay given by focusing on its objectives, methodology, results, findings and conclusion. Discuss the significance and relevancy of the essay in the context of art and cultural management in Malaysia. The analysis has to be presented orally in class.	30%	CLO1
	Assignment	As an arts manager, write a proposal on an art project to be submitted to a high level authority for approval. The proposal could be a suggestion to conduct an art exhibition, to set up a museum or an art gallery, to form an art association, a community-based art project or any type of project related to art. Your proposal should be supported by strong justifications and literature review. You can include the structure or scope of the organisation or anything that you think might be relevant to your project.	40%	CLO3

Reading List	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Beall-Fofana, B. A. 2007, <i>Understanding the Art Museum</i>, New Jersey Pearson</li> <li>• D'Alleva, A. 2010, <i>How to Write Art History</i>, Laurence King Publishing London</li> <li>• Feldman, E. B. 1994, <i>Practical Art Criticism</i>, Prentice Hall. New Jersey</li> <li>• Lord, B. and Lord G. D. 2002, <i>The Manual of Museum Exhibitions</i>, Altamira Press. Walnut Creek</li> <li>• O'Reilly, D. and Kerrigan, F. 2010, <i>Marketing the Arts: A Fresh Approach</i>, Routledge. London and New York</li> <li>• Pointon, M 1994, <i>History of Art: A Students' Handbook</i>, Routledge. London and New York</li> <li>• Pooke, G. and Whitham, G. 2010, <i>Understand Art History</i>, The McGraw-Hill Company. London</li> <li>• Radbourne, J. and Fraser, M. 1996, <i>Arts Management: A Practical Guide</i>, Allen &amp; Unwin Sydney</li> </ul>
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources