



UNIVERSITI TEKNOLOGI MARA

CTM254: ARTS INDUSTRY MANAGEMENT

Course Name (English)	ARTS INDUSTRY MANAGEMENT APPROVED
Course Code	CTM254
MQF Credit	3
Course Description	This course is designed to give students an understanding of the concept of arts industry, and how to find their way around the various government and non government organizations whose policies impact upon their arts practice. This course critically examines the theory and practice relationship to the arts industry. It emphasizes, the process involved in the management of the arts organization and an analysis of contemporary issues such as the impact of politics, economic rationalism, globalization, multiculturalism, information technology, and cultural tourism. The areas of the students' studies include arts policy & law, management and leadership, financial management, marketing and publicity, employment in the arts, the arts environment, audience development, strategic analysis and sponsorship. While the focus will mainly be on Malaysia, there will be some international examples used as well.
Transferable Skills	Organize projects, communicate with related topics, analyze data.
Teaching Methodologies	Lectures, Blended Learning, Field Trip, Case Study, Supervision
CLO	CLO1 Identify the basic principles of management of the arts industry. CLO2 Apply concepts in arts management concerning finance, human resource, leadership, marketing and Publicity. CLO3 Incorporate new ideas and strategies in management styles.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course introduction. 1.1) Art Industry in Malaysia and the world.	
2. What is Arts and Arts Industry? 2.1) Definition of Art 2.2) Definition of Industry relating to arts.	
3. Issue and challenges facing Arts and Creative Industry in Malaysia (1) 3.1) Relating issues that has given performance to local Art Industry.	
4. Issue and challenges facing Arts and Creative Industry in Malaysia (2) 4.1) Reviews on Arts and Creative industry in commercial and non-commercial practices.	
5. National Culture Policy 5.1) Reviewing the National Culture Policy.	
6. Government and religious policy 6.1) Reviewing the government and religious policy.	
7. The future of Arts and Creative Industry in Malaysia 7.1) Figuring the future art industry in Malaysia.	
8. Drawing line between government policy and Arts and Creative Industry 8.1) Reviewing the government policy related to Art Industry.	
9. The Law in Malaysia: Creative Industry and Arts (1) 9.1) Reviewing related law in Art Industry.	
10. The Law in Malaysia: Creative Industry and Arts (2) 10.1) Reviewing related law in Art Industry.	

11. Test 11.1) Test.
12. Intellectual Property (IP): Between Australia and Malaysia. 12.1) Reviewing IP related law in Art Industry.
13. Presentation 13.1) Presentation on student's research.
14. Conclusion an Final Test 14.1) Final Test.

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	In a group/s, students are required to write an essay on a topic related to ARTS INDUSTRY MANAGEMENT. Topics are as below: 1. National Cultural Policy 2. Malaysian Art Market 3. Performing Arts 4. Arts Law including Copy Right and Creative Common	40%	CLO1 , CLO2 , CLO3
	Test	Students are required to take a test based on selective topic. Test will be done on a NON_SPEISIFIC DATE!. Should the student absent during the test, they must provide a medical leave certificate. Should they fail to do so, NO TEST WILL BE GIVEN AND THEY WILL GET 0 MARKS.	20%	CLO1 , CLO2 , CLO

Reading List	Recommended Text	<ul style="list-style-type: none"> • Byrnes, W. J. 2009, <i>Management and the Arts.</i>, Fourth Ed., Elsevier Focal Press. Utah • Derrick Chong, <i>Arts Management</i> [ISBN: 9780415423915] • Hamzah, M.S 2010, <i>Creative Production in Malaysia-Policies that kill creativity and cultural practise</i>, RMIT University Melbourne VIC
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Lim, S. L 2012, Global impact on the survival of the Wayang Kulit • Yusof, G. S 2008, Whither National Culture. Project Malaysia
Other References	This Course does not have any other resources	