



UNIVERSITI TEKNOLOGI MARA

CTM264: THEATRE MANAGEMENT AND ORGANISATION

Course Name (English)	THEATRE MANAGEMENT AND ORGANISATION APPROVED
Course Code	CTM264
MQF Credit	3
Course Description	Students will apply all aspect of theatre organization including the responsibilities and job requirements in a production structure of management, artistic and technical. All applications are carried out in paperwork and real time practice assignments.
Transferable Skills	1.Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. 2.Demonstrate enthusiasm, leadership and the ability to positively influence others
Teaching Methodologies	Lectures, Practical Classes, Presentation, Workshop
CLO	CLO1 Construct a hypothetical paperwork of a creative stage production. CLO2 Create and present ideas and research verbally and visually. CLO3 Distinguish and solve complication situation.
Pre-Requisite Courses	No course recommendations
Topics	
1. Course Briefing: Objective & Requirements. 1.1) Defining terms of theatre and film marketing and publicity. 1.2) Group Project: Each student need to choose one theatre project.	
2. Organizational Structures and Managerial Positions. 2.1) Goals. 2.2) The Artistic Process. 2.3) Nonprofit Organizational and Commercial organization. 2.4) Organizational Structures and Type. 2.5) Group project: Each student will present their project. Six (6) projects will be selected as final group project.	
3. Mission , Vision and Strategy. 3.1) Definitions: Mission, Vision, Strategy. 3.2) Understanding the Core values. 3.3) Creating the Mission, Vision, Strategy statement. 3.4) Group project: Understanding the core values. 3.5) Assignment 1: Script Synopsis and Analysis.	
4. Producing A Play: Concept and Art Direction. 4.1) What is a production concept? 4.2) Why is it Important? 4.3) How Is a concept developed? 4.4) Group project: Each student will present their project. Fourteen (14) projects will be selected as working project. 4.5) Reasoning a concept. 4.6) Building art direction: Creating the mood board. 4.7) Assignment 2: Concept and Art Direction	

<p>5. Production Administration: Time and Budget Allocation. 5.1) Group project: Allocating expenditure. 5.2) Allocating working time and schedule. 5.3) Assignment 3: Production Schedule and Budget.</p>
<p>6. Artistic design: Scenery. 6.1) Translating idea onto paper. 6.2) Scenery drawing and color. 6.3) Technical layout drawing. 6.4) Assignment 4: Scenery</p>
<p>7. Artistic Design: Costume. 7.1) Character study: Choose one character only. 7.2) Three (3) full color costume sketches for CHOSEN CHARACTER & fabric sample and cost for each sketch. 7.3) Assignment 5: Costume</p>
<p>8. Presentation 1: Project Proposal. 8.1) Group Presentation : 8.2) Assignment 1-3. 8.3) Critique Session. 8.4) Six (6) projects will be selected as final group project</p>
<p>9. Presentation 2: Project Proposal 9.1) Group Presentation : 9.2) Assignment 1-3 9.3) Critique Session 9.4) Six (6) projects will be selected as final group project.</p>
<p>10. Group Project 10.1) Execution of selected proposal for small scale Performance. 10.2) Selection of designation. 10.3) Distribution of project assignment (job related). 10.4) Rehearsing and technical rehearsal. 10.5) Assignment 6: Final Research Paper</p>
<p>11. Group Project 11.1) Execution of selected proposal for small scale Performance. 11.2) Selection of designation. 11.3) Distribution of project assignment (job related). 11.4) Rehearsing and technical rehearsal. 11.5) Assignment 6: Final Research Paper</p>
<p>12. Final Presentation and critique 1 12.1) Group Presentation of Assignment 6.</p>
<p>13. Practicum: Production in space rehearsal 13.1) Engagement in actual project. 13.2) Observing production progress.</p>
<p>14. Final Presentation and critique 2 14.1) Group Presentation of Assignment 6.</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment	10%	CLO1
	Assignment	Project: Research Paperwork a) Preparing script synopsis. b) Building art direction: Creating the mood board. c) Allocating working time and schedule. d)Translating idea onto paper. Scenery drawing and color. Technical layout drawing. e) Character study: Choose one character only. Three (3) full color costume sketches for CHOSEN CHARACTER & fabric sample and cost for each sketch.	50%	CLO1 , CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • James L. Moody 2002, <i>The Business of Theatrical Design</i>, Allworth Press New York • Pocket mentor 2006, <i>Leading Poeples</i>, Harvard Business School Publishing Corporation USA • Pocket Mentor 2006, <i>Managing Project</i>, Harvard Business School Publishing Corporation USA • Pocket Mentor 2010, <i>Managing Mentor</i>, Harvard Business School Publishing Corporation USA • Chuck William 2013, <i>Principle Of Management</i>, South-Western Cenage Learning Canada
	Reference Book Resources	<ul style="list-style-type: none"> • Tobie S. Stein. Jessica Bathurst 2008, <i>Performing Arts Management: A Handbook of profesional Practices</i>, Allworth Press New York

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