



**UNIVERSITI TEKNOLOGI MARA**

**CTM413: ARTS INDUSTRY MANAGEMENT**

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| <b>Course Name (English)</b>  | ARTS INDUSTRY MANAGEMENT <b>APPROVED</b>  |
| <b>Course Code</b>  | CTM413  |
| <b>MQF Credit</b>   | 3   |
| <b>Course Description</b>   | The 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 relationship practice 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 politic, 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. |
| <b>Transferable Skills</b>  | Managing art related administration, organizing art related assignments, research/ collect data related to art industry, share information on art industry, appreciate artwork and artisan.   |
| <b>Teaching Methodologies</b>   | Lectures, Field Trip, Case Study, Reading Activity, Discussion, Presentation, Directed Self-learning  |
| <b>CLO</b>  | CLO1 Recognize and understand the basic principles of management of arts industry.<br>CLO2 Analyze and evaluate critically on the contemporary issues in arts industry management<br>CLO3 Able to incorporate refreshing thought (new ideas) in management styles   |
| <b>Pre-Requisite Courses</b>  | No course recommendations   |
| <b>Topics</b>   |   |
| <b>1. Course Briefing</b><br>1.1) Introduction course overview.<br>1.2) Clarification of assignment.  |   |
| <b>2. Introduction to Arts Industry Management</b><br>2.1) What is Arts Management?<br>2.2) Types of Arts (Pure Arts vs Commercial Arts)<br>2.3) Art Industry documentation research and Library facility hands on.               |   |
| <b>3. The Arts as an Industry. -Values of the ARTS.</b><br>3.1) The emergence of arts organization in the globalization age.  |   |
| <b>4. Presentation</b><br>4.1) Group Assignment 1   |   |
| <b>5. Practicum Activities</b><br>5.1) Art Industry Practice and involvement experience.<br>5.2) Quiz   |   |
| <b>6. General concept of Management and arts Administration.</b><br>6.1) An overview of management and Art management and arts administration.<br>6.2) Management and arts administration as systems of decision-making functions |   |
| <b>7. The Planning Function.</b><br>7.1) Planning: specifying objectives<br>7.2) Formulating policies, preparing forecasts, and drawing up plans  |   |

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| <p><b>8. The Organizing Function : The Staffing Function</b><br/> 8.1) Organizing: creating a work system<br/> 8.2) Staffing: Providing employment opportunities<br/> 8.3) Training and development</p> |
| <p><b>9. The Leadership Function</b><br/> 9.1) Leadership: general concepts and styles<br/> 9.2) Communication and motivation</p>   |
| <p><b>10. Related Practicum Activities</b><br/> 10.1) Art Industry practice and involvement for experience.</p>   |
| <p><b>11. The Control Function</b><br/> 11.1) Control: measures, standards and deviations<br/> 11.2) Exercising control in Practice</p>   |
| <p><b>12. Arts Policies and Law</b><br/> 12.1) Performers right, contract; copyright</p>  |
| <p><b>13. Project Tutorial and Consultation</b><br/> 13.1) Final Consultation for each group before submission of finals.</p>   |
| <p><b>14. Presentation</b><br/> 14.1) Group Assignment 2<br/> 14.2) Project Submission</p>  |

| Assessment Breakdown  |  | %       |  |
|-----------------------|--|---------|--|
| Continuous Assessment |  | 100.00% |  |

  

| Details of Continuous Assessment | Assessment Type | Assessment Description                         | % of Total Mark | CLO  |
|----------------------------------|-----------------|--|-----------------|------|
|                                  | Assignment      | GROUP ASSIGNMENT 2: FINAL: Case Study Report   | 30%             | CLO2 |
|                                  | Assignment      | Individual Presentation                        | 30%             | CLO3 |
|                                  | Group Project   | GROUP ASSIGNMENT: Field Research Presentation. | 40%             | CLO1 |

  

| Reading List | Recommended Text  |
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|              | <ul style="list-style-type: none"> <li>• Harvey Shore 1987, <i>Arts Administration and Management</i>, Quorum Books New York [ISBN: 0-89930-072-3]</li> <li>• Xavier M. Frascogna, Jr. and H. Lee Hetherington 1997, <i>The Business of Artist Management</i>, Billboard Books New York [ISBN: 0823077055]</li> <li>• Philip Kotler, Joanne Scheff Bernstein 1997, <i>Standing Room Only: Strategies for Marketing the Performing Arts</i>, Harvard Business School Press [ISBN: 978-087584737]</li> <li>• Morley, E. and Silver, A 1977, <i>A film Director's Approach to Managing Creativity</i>, Harvard Business Review</li> <li>• Shad Saleem Faruqi &amp; Sankaran Ramanathan 2000, <i>Undang-undang dan * Peraturan * Media di Malaysia</i>, Asian Media Information and communication Centre, Singapore</li> <li>• Peter Brooks 1995, <i>The Empty Space: A Book About the Theatre</i>, Touchstone [ISBN: 978-068482957]</li> </ul> |

  

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| <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         |