



UNIVERSITI TEKNOLOGI MARA

VCS650: ART AND CULTURAL EVENT MANAGEMENT

Course Name (English)	ART AND CULTURAL EVENT MANAGEMENT APPROVED
Course Code	VCS650
MQF Credit	3
Course Description	The course will explore the use of communication, analytical and practical skills acquired during previous semesters. Specifically, students will build on the result of the Art & Cultural Seminar which is a pre requisite of this course. Student will also get the opportunity to learn new advanced skills especially in network and rapport building in multidisciplinary fields. This course will help students in establishing a foundation in the Visual Culture field in a controlled environment, at the same time providing them with a much needed advantage and added value as fresh graduates with real life project experience. Mini lectures will be carried out weekly followed by hands on tutorial and group exercise which will build on to form the paperwork and documentation of the event to be executed.
Transferable Skills	Demonstrate professional skills, knowledge and competencies
Teaching Methodologies	Lectures, Seminar/Colloquium, Discussion, Presentation
CLO	CLO1 Conduct an event from idea conception stage to actual event management. CLO2 Display practical knowledge on international art & cultural event CLO3 Present a group project for a local art or cultural event
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Art & Cultural Event Management 1.1) n/a	
2. Event and the social impact 2.1) n/a	
3. Event Process & Job Delegation, Application & Platforms 3.1) n/a	
4. Job Scope & Timeline 4.1) n/a	
5. Project Goals 5.1) n/a	
6. Software & Hardware 6.1) n/a	
7. Electronic Media Application 7.1) n/a	
8. Project Milestone 8.1) n/a	
9. Designing Electronic Media Application 9.1) n/a	
10. Final Checklist 10.1) n/a	
11. Planning Project Evaluation 11.1) n/a	

12. Documentation 12.1) n/a
13. On site Evaluation 13.1) n/a
14. Event Plan Execution 14.1) n/a

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Candidates will be required to form a small group of 2-4, according to the number of candidates in the class. Candidates will plan and manage an event. Each candidate will divide themselves in handling several responsibilities and form an organizational chart for the upcoming event they will need to plan. The event the candidates should manage will be from the date when the project is assigned to them. Progress should be reported to the lecturer, every two weeks before the presentation date.	30%	CLO1
	Individual Project	Sharing Session Each candidate will need to share his/her experience in any art/cultural event that they had participated in. The candidate will share in the class, all aspects of the event they had recently joined. The event can be of art or cultural event within Malaysia or any other countries they had visited recently.	30%	CLO2
	Presentation	Candidates will present their findings in managing an art or cultural event in class. They will share their thoughts and plans for the upcoming event they have planned.	40%	CLO3

Reading List	Recommended Text	Razaq Raj, Paul Walters, Tahir Rashid 2013, <i>Events Management</i> , SAGE Publications Limited [ISBN: 1446200736]
	Reference Book Resources	<ul style="list-style-type: none"> • Gareth Jones, Jennifer George 2012, <i>Essentials of Contemporary Management</i>, McGraw-Hill Education [ISBN: 0078029341] • Rogers, T. 2008, <i>Conferences and Conventions</i>, Elsevier/Butterworth-Heinemann. Amsterdam • Fenich, G. 2008, <i>Meetings, Expositions, Events, and Conventions.</i>, Pearson/Prentice Hall. Upper Saddle River • Berridge, G. 2007, <i>Events Design and Experience</i>, Butterworth-Heinemann. Oxford • Julia Rutherford Silvers 2003, <i>Professional Event Coordination</i>, Wiley [ISBN: 0471263052] • Pauline Appleby 2002, <i>Organising a Conference</i>, How to Books [ISBN: 1857036514] • Fiona Campbell, Alison Robinson, Sally Brown 2003, <i>Essential Tips for Organizing Conferences & Events</i>, Routledge [ISBN: 0749440392]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	