



UNIVERSITI TEKNOLOGI MARA

FFM111: FUNDAMENTALS OF ARTS MANAGEMENT

Course Name (English)	FUNDAMENTALS OF ARTS MANAGEMENT APPROVED
Course Code	FFM111
MQF Credit	3
Course Description	<p>This course provides students to understand the fundamental concept of arts management in 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 theory and practice of arts management in the arts industry in order to expose students on the real industry practices. Throughout the duration of the term, students is provided with case studies of numerous arts organization in Malaysia and enable them to critically analyze the reason behind success and also failure of organizations. By the end of the course, the students will develop their own organization following the fundamentals concepts learnt from the course.</p>
Transferable Skills	Interpersonal skills, supervising skills, leadership skill, creative thinking skills, decision-making skills, planning skills, and organizing skills
Teaching Methodologies	Lectures, Blended Learning, Case Study, Discussion, Presentation
CLO	<p>CLO1 Explain the basic principles of management of art industry CLO2 Propose suitable concepts of arts management through written and oral presentation. CLO3 Construct different types of organisation structure in the arts industry through guided respond and practice.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 - Introduction to Management and Manager 1.1) • Define the terms within arts management 1.2) • Describe then nature of arts organization 1.3) • Identify and describe the arts Environmental factors	
2. Week 2 - Management Yesterday and Today 2.1) • Describe the six major approaches to management. 2.2) • Understand the basic history of management of the past, and present. 2.3) • Discuss the current trends and issues.	
3. Week 3 - Introduction to POLC 3.1) • Understand the purposes of POLC	
4. Week 4 - Foundation of Planning I 4.1) • Understand the purposes of planning. 4.2) • Understand the Role of Goals and Plans in planning.	
5. Week 5 - Foundation of Planning II 5.1) • Discuss the current types of goals and plans. 5.2) • Approaches to establishing goals. 5.3) • Develop plans and goals setting.	
6. Week 6 - Foundation of Organizing 6.1) • Identify and define the six elements of organization structure 6.2) • Contrast authority and power	
7. Week 7 - Basic Organization Design I 7.1) • Identify the five different ways by which management can departmentalize.	

<p>8. Week 8- Basic Organization Design II 8.1) • Identify the five different ways by which management can departmentalize.</p>
<p>9. Week 9 - Foundation of Leading 9.1) • Identify the different leadership style</p>
<p>10. Week 10 - Foundation of Leading II 10.1) • Identify the qualities that characterize charismatic leaders</p>
<p>11. Week 11 - Leadership and Trust 11.1) • Understand why leadership and trust is important</p>
<p>12. Week 12 - Foundation of Control 12.1) • Define control 12.2) • Describe three approaches to control 12.3) • Explain why control is important 12.4) • Distinguish among the three types of control</p>
<p>13. Week 13 - Foundation of Decision Making 13.1) • Understand the Decision-Making Process. 13.2) • Understand types of Problems and Decisions. 13.3) • Discuss the Decision-Making Biases and Errors.</p>
<p>14. Week 14 - Course in class review and Group Presentation 14.1) Final Project Presentation 14.2) Demonstrate and illustrate the concepts of arts management through written and oral presentation.</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	One (1) written assignment of self directed research (library references) to assess student knowledge of fundamental concepts of the arts management	30%	CLO1
	Assignment	One (1) individual reflective assignment of existing organization structure to assess student understanding of organization design.	30%	CLO3
	Final Project	One (1) written group assignment, with one (1) group presentation to assess student understanding of arts management and how organization works.	40%	CLO2

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> • DK 2016, <i>The Essential Manager's Handbook (DK Essential Managers)</i>, DK [ISBN: 9781465454683] • Michael Heath 2010, <i>Leadership Secrets</i>, Collins Publishers [ISBN: 9780007328055] • Michael Heath 2010, <i>Management</i>, HarperCollins UK [ISBN: 9780007328062] • Fons Trompenaars, Piet Hein Coebergh 2014, <i>100+ Management Models</i>, Infinite Ideas Limited [ISBN: 9781908984227] 	<ul style="list-style-type: none"> • Norlida Kamaluddin, Za'farab Hassan, Rabiah Abdul Wahab, Rohaya Mohd Hussein 2017, <i>Principle of Management</i>, 3rd Ed., Oxford Fajar Malaysia [ISBN: 978-983471194] • Dee Boyle-Clapp 2016, <i>Fundamentals of Arts Management</i>, 6th Ed., Arts Extension Service

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