



FMA541: RISK AND CRISIS IN ARTS MANAGEMENT

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| Course Name (English) | RISK AND CRISIS IN ARTS MANAGEMENT APPROVED |
| Course Code | FMA541 |
| MQF Credit | 3 |
| Course Description | Risk and crisis in arts management course introduces students to a different perspective of planning. It is design to focus on risk and crisis often occurs in arts related situation. Arts risk and crisis associate notoriously with new media. Public both embraced and loath situation scenes in the arts and an experienced art manager should be able to manage the pathway of the results. Students are assigned to identify categories of risk and crisis. Extensive reading and investigation on research problem cultivates student's ability to distinguish and manage risk and crisis related to arts. Students will get involved in the process of risk identification and related possible costs including breaking down the causes of risk of financial loss and publicity damage. A progressive problem solving case studies or imaginary cases are explored and researched for potential damage, compensation or consequences. Students will resolve numerous tactics to treat risk and select strategies applicable to the goals and objectives of the trade. A presentation session of application of selected strategies in order to manage and monitor results will be held for further discussion in class. Students should be able to come up with an effective risk and crisis management that will reduce damages, and increase financial performance and clients and public morale. |
| Transferable Skills | Analytical/ Logical Thinking Skills Critical Thinking Skills Creative Thinking Skills Problem Solving Skills Decision-making Skills Organizational Skills Planning Skills Adaptability skills Interpersonal Skills Leadership/ Supervising Skills Mediation Skills |
| Teaching Methodologies | Lectures, Field Trip, Small Group Sessions, Self-directed Learning |
| CLO | CLO1 Justify fundamental theories and concepts related with risk and crisis management exclusively in arts management extent. CLO2 Analyze contemporary arts management risk and crisis issues and address constructive strategy to resolve future challenges for improved administration. CLO3 Formulate effective risk and crisis management by planning prevention approaches and profitable consequences. |
| Pre-Requisite Courses | No course recommendations |
| Topics | <p>1. Risk and Crisis Introduction. 1.1) n/a</p> <p>2. Risk and Crisis Concepts 2.1) n/a</p> <p>3. Risk and Crisis in Arts Management Identification 3.1) a. Risk and Crisis Paradigm. 3.2) b. Risk and Crisis in Society</p> <p>4. Risk and Crisis Taxonomy 4.1) n/a</p> <p>5. Risk And Crisis: The Basics 5.1) Quiz: Reflecting previous topics.</p> <p>6. The Arts Management Risk and Crisis 6.1) n/a</p> <p>7. Law and Insurance for Arts Management Risk and Crisis. 7.1) n/a</p> <p>8. Law and Insurance for Arts Management Risk and Crisis (cont.) 8.1) n/a</p> <p>9. Arts Management Risk and Crisis Case Studies 9.1) n/a</p> <p>10. Group Case Study Research Proposal. 10.1) a. Draft 1 Proposal 10.2) b. Proposal Presentation</p> <p>11. Group Case Study Research: Communicate and Document 11.1) Tutorial</p> <p>12. Group Case Study Research: Communicate and Document 12.1) Presentation</p> <p>13. Group Case Study Research: Implementing Risk and Crisis Module. 13.1) Discussion</p> <p>14. Group Case Study Research: Implementing Risk and Crisis Module. 14.1) Presentation</p> |

| Assessment Breakdown | | % | | |
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| Continuous Assessment | | 100.00% | | |
| Details of Continuous Assessment | | | | |
| | Assessment Type | Assessment Description | % of Total Mark | CLO |
| | Assignment | Individual Assignment | 30% | CLO1 |
| | Group Project | Group Project | 40% | CLO2 |
| | Presentation | Group presentation as assigned by lecturer. | 30% | CLO3 |
| Reading List | | | | |
| | Recommended Text | <ul style="list-style-type: none"> • Pritchard, Carl L. 2014, <i>Risk Management: Concepts and Guidance</i>, 5th Ed., Auerbach Publications [ISBN: 978-148225845] • Zaremba, Alan Jay 2010, <i>Crisis Communication: Theory and Practice</i>, 1st. ed. Ed., Routledge UK [ISBN: 978-076562052] • S. Fink 2013, <i>Crisis Communications: The Definitive Guide to Managing the Message</i>, 1st. ed. Ed., McGraw-Hill Education USA [ISBN: 978-007179921] • E. Dezenhall 2011, <i>Damage Control (Revised & Updated): The Essential Lessons of Crisis Management</i>, Rev. ed. Ed., Prospecta Press USA [ISBN: 978-193521224] • T. Coombs 2014, <i>Ongoing Crisis Communication: Planning, Managing, and Responding</i>, 4th. ed. Ed., SAGE Publications USA [ISBN: 978-145226136] | | |
| | Reference Book Resources | <ul style="list-style-type: none"> • T. Jaques 2017, <i>Crisis Proofing: How to Save Your Company from Disaster</i>, 1st. ed. Ed., Oxford University Press UK [ISBN: 978-019030336] • Dempster, M. Anna 2014, <i>Risk and Uncertainty in the Art World.</i>, A&C Black Business Information and Development USA [ISBN: 978-147290290] • D. Hilson 2016, <i>The Risk Management Handbook: A Practical Guide to Managing the Multiple Dimensions of Risk</i>, 1st. ed. Ed., Kogan Page USA [ISBN: 978-074947882] • Helen Powell, <i>Promotional Culture and Convergence</i>, Routeledge USA [ISBN: 9780415672801] | | |
| Article/Paper List | | | | |
| | Recommended Article/Paper Resources | <ul style="list-style-type: none"> • Rene A. Henry 2011, HOLLYWOOD CRISES, <i>CRISIS MANAGER The Internet Newsletter about Crisis Management</i>, Volume XII, Number 6 [ISSN: 1528-3836] https://www.bernsteincrisismanagement.com/newsletter/crisis-manager-110707.html | | |
| | Reference Article/Paper Resources | <ul style="list-style-type: none"> • Roxana D. Maiorescu 2017, "Personal public relations and celebrity scandals: A cross-cultural analysis of Twitter communication in the aftermath of Johnny Depp's accusations of domestic violence," <i>Journal of Communication Management</i>, Vol. 21 Issue: 3, pp.254-266, 254 https://doi.org/10.1108/JCOM-02-2017-0006 • Charles Koppelman 2016, BRANDgelina: Lessons In Crisis Management From The Breakup Of Hollywood's Premier Power Couple, <i>Forbes: Business: #GettingBuzz</i> https://www.forbes.com/sites/charleskoppelman/2016/10/10/brandgelina-what-brands-can-learn-about-crisis-management-from-hollywoods-premier-power-couple/#17ce043_h46fe | | |
| Other References | | | | |
| | <ul style="list-style-type: none"> • e-book Semantic Scholar 2005, <i>Risk Issues and Crisis Management: A Casebook of Best Practice</i>, Semantic Scholar, UK https://pdfs.semanticscholar.org/ced0/e7_fe4204f8ebca194042d110a222eaba2f01.pdf | | | |