



UNIVERSITI TEKNOLOGI MARA

FMA661: ARTS MANAGEMENT CREATIVE PROJECT

Course Name (English)	ARTS MANAGEMENT CREATIVE PROJECT APPROVED
Course Code	FMA661
MQF Credit	20
Course Description	<p>This course provides students with the opportunity to engage and learn directly from the creative industries. Students are introduced and inducted by industrial practitioners (such as mentors, etc.) of the field. Also known as work-based learning or apprenticeship, the course is designed to allow students to prepare for the work environment especially in areas that require immediate and skilled talent. Students are attached to the workplace for the duration of a semester and are expected to gain as much knowledge and experience to allow them to perform within a daily work setting. This notion of experiential learning allows students to develop much needed skills for the 21st century workforce. Throughout the duration of the term, students are under the patronage of respective mentors. Emphasis of the course is on the students' ability to adapt to the working environment and contribute to their respective employers in a professional manner as they learn the trade. Students are expected to perform and contribute whole-heartedly to the companies or organizations they are attached to ensure that the full engagement is experienced. This experience allows students to develop their portfolios and rapport with the industry.</p>
Transferable Skills	<p>Interpersonal Oral Communications Analytical/ Logical Thinking Planning Leadership Negotiating Mediation Customer service Critical Thinking Creative thinking Problem-Solving Decision-Making Organizational Research Financial Adaptability Administrative</p>
Teaching Methodologies	Industrial Training, Self-directed Learning, Supervision, Performance, Work-based Learning
CLO	<p>CLO1 Conform to ethical values and professionalism in completing assigned tasks CLO2 Initiate effective communication, leadership and teamwork skills in completing assigned tasks. CLO3 Practice research skills in identifying and addressing relevant problems and their possible resolutions. CLO4 Demonstrate the ability of managing information independently and acquiring lifelong learning skills. CLO5 Master managerial and entrepreneurial skills required in working for the creative industries.</p>
Pre-Requisite Courses	No course recommendations
Topics	

1. • Industry-based Learning / Work-based Learning a. Pre-Production Phase • Introduction to the creative industries personnel and workplace standards. 1.1) n/a
2. a. Pre-Production Phase • Introduction to the company / firm / organization procedures. 2.1) n/a
3. a. Pre-Production Phase • Etiquette in professional communication. 3.1) n/a
4. a. Pre-Production Phase: Project Scope: i. Production Planing. 4.1) n/a
5. a. Pre-Production Phase: Project Scope: ii. Calculating Strategies for maximum result. 5.1) n/a
6. b. Production Phase: Organizing and Leading the production including: i. Role and responsibilities. 6.1) n/a
7. b. Production Phase: Organizing and Leading the production including: ii. Familiarizing the workplace arrangement (working hours, rest breaks, holidays, etc.). 7.1) n/a
8. b. Production Phase: Organizing and Leading the production including: iii. Health and safety requirements. 8.1) n/a
9. b. Production Phase: Organizing and Leading the production including: iv. Understanding work contracts. 9.1) n/a
10. b. Production Phase: Organizing and Leading the production including: v. Benefitting the production in major working aspects. 10.1) n/a
11. c. Post Production Phase • Reporting and reflect both production and learning values in journal essay. 11.1) n/a
12. c. Post Production Phase • Developing curriculum vitae and portfolios. 12.1) n/a
13. c. Post Production Phase: Project Scope: i. Production Project Report and Postmortem. 13.1) n/a
14. c. Post Production Phase: Project Scope: ii. Post-Production Financial Report. 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Internship Report	Reflective Journal (Report)	10%	CLO1
	Internship Report	Employer's Assessment Report (Internship Report)	40%	CLO5
	Portfolio/Log Book	Weekly Log (Logbook)	10%	CLO3
	Portfolio/Log Book	Portfolio 1- Continuous Draft	20%	CLO2
	Portfolio/Log Book	Portfolio 2- Final Draft	20%	CLO4

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Stein, Tobie S. 2008, <i>Performing Arts Management: A Handbook of Professional Practice</i>, Allworth Press. New York [ISBN: 978-158115650] • Holloway, John Ramsey 2014, <i>Illustrated Theatre Production Guide</i>, 3rd. ed. Ed., Focal Press USA [ISBN: 978-041571752] • Weikart, Lynn A. 2012, <i>Budgeting and Financial Management for Nonprofit Organizations</i>, 2nd. ed Ed., CQ Press USA [ISBN: 978-160871693]
Reference Book Resources	<ul style="list-style-type: none"> • Walter, Carla Stalling 2015, <i>Arts Management: An Entrepreneurial Approach</i>, Routledge New York [ISBN: 978-076564154] • Event Safety Alliance 2014, <i>The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States</i>, Skyhorse Publishing. USA [ISBN: 978-162914761] • Rossol, Monona 2011, <i>The Health & Safety Guide for Film, TV & Theater</i>, 2nd. ed Ed., Allworth Press USA [ISBN: 978-158115204] • Donahue, Tim 2010, <i>Stage Money: The Business of the Professional Theater</i>, University of South Carolina Press. USA [ISBN: 978-157003907] • Weinstein, Stanley. 2017, <i>The Complete Guide to Fundraising Management</i>, 4th. ed. Ed., Wiley USA [ISBN: 978-111928932] • Derrick Chong 2010, <i>Arts Management</i>, 2nd. ed. Ed., Routledge New York [ISBN: 978-041542391]

Article/Paper List	This Course does not have any article/paper resources
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Other References	<ul style="list-style-type: none"> • Website 2012 <i>Dasar Industri Kreatif Negara</i> http://www.kkmm.gov.my/pdf/dikn.pdf • Website Jabatan Kebudayaan dan Kesenian Negara 2012, <i>Jabatan Kebudayaan dan Kesenian Negara</i>, Kuala Lumpur http://www.jkkn.gov.my/ • Website Health and Safety Executive 2016, <i>Health and safety in the film, theatre and broadcasting industries</i>, Health and Safety Executive, UK http://www.hse.gov.uk/entertainment/theatre-tv/index.htm • Website Department of Occupational Safety and Health, Ministry of Human Resources 2016, <i>Department of Occupational Safety and Health</i>, Ministry of Human Resource Malaysia, Kuala Lumpur http://www.dosh.gov.my/index.php/en/ • Website National Film Development Corporation (FINAS) 2017, <i>FINAS</i>, Kementerian Komunikasi dan Multimedia Malaysia, Kuala Lumpur http://www.finas.gov.my/en/
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