

CAH2537: FUNDAMENTALS OF ART AND CULTURAL MANAGEMENT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Fundamentals of Art and Cultural Management

Subject Code

CAH - Chinese and History

Course Number

2537

Academic Unit

Chinese and History (CAH)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

CTL2537 Fundamentals of Art and Cultural Management

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to introduce theoretical, academic and practical frameworks of arts and cultural management. It will provide an updated and comprehensive overview of arts and cultural management, exploring the interaction between managerial, organizational, economic and aesthetic objectives. It helps students towards a better understanding on the implications of managerial decisions, as well as its effects on other related stakeholders such as institutions, partners and audiences. The course will equip students who are interested in beginning a career in arts and cultural management.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the types and levels of management found in arts and cultural organizations, and the historical origins, evolution and the recent changes on arts and cultural environment.	20	x	x	
2	Discuss the process of management in terms of planning, decision making, staffing, leadership, and budgeting etc.	20	x	x	
3	Describe the basic economic concepts and financial management techniques as applied to the arts and cultural organizations, and the basic principles of marketing and fundraising.	20	x	x	
4	Apply the concepts and theories of management to explain the management systems and practices found in arts and cultural industry.	20		x	x
5	Demonstrate critical writing and presentation skills.	20		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Individual Report	a means to improve their critical writing skills.	1, 2, 3, 4, 5

2	Lecture	Lecture will teach students the fundamentals of management found in arts and cultural industry. Delivery will be divided into lectures and seminars, with input from both academic staff and external professionals working in arts/cultural/entertainment fields.	1, 2, 3, 4	
3	Small-group analysis and evaluation	Small-group analysis and evaluation of the texts as a means to sensitize students to enhance their understanding of the taught topics throughout the course.	1, 2, 3, 4	
4	Group discussion and presentations	Group discussion on case studies (local and Overseas) and presentations will involve students in active learning through interaction and reflection.	1, 2, 3, 5	
5	Tutorial	Tutorial will guide students in analyzing and evaluation of the texts from the case studies of different arts and cultural/entertainment organizations.	4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group projects and/or presentations are given to assess students' understanding on management related to the arts/cultural/entertainment fields.	1, 2, 3, 4, 5	50	
2	In-class discussions and short individual presentation/report/essay of different case studies / on-line readings are given to evaluate students' comprehensive ability.	2, 4, 5	20	

3	Individual report given to assess students' understanding on management related to the arts/cultural/entertainment fields and evaluate their writing communications skill(2000 – 2500 words)	1, 2, 3, 4, 5	30	
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Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Individual report given to assess students' understanding on management related to the arts/cultural/entertainment fields and evaluate their writing communications skill(2000 – 2500 words)

Excellent (A+, A, A-)

Detailed knowledge of backgrounds, key concepts and theories related to arts and cultural management, strong evidence of critical thinking in relation to the context of management process, strong ability to apply the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, strong ability in evaluating case studies and make suggestions, active engagement in in-class discussions.

Good (B+, B, B-)

High level of familiarity with knowledge of backgrounds, key concepts and theories related to arts and cultural management, evidence of critical thinking in relation to the context of management process, effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, effort in evaluating case studies and make suggestions, participation in in-class discussion.

Fair (C+, C, C-)

Satisfactory understanding of backgrounds, key concepts and theories related to arts and cultural management, some evidence of critical thinking in relation to the context of management process, little effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, little effort in evaluating case studies and make suggestions, interest in in-class discussion.

Marginal (D)

Understanding of backgrounds, key concepts and theories related to arts and cultural management without the ability to apply it, only little evidence of critical thinking in relation to the context of management process, limited effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, passive participation in the evaluation of case studies and in-class discussion.

Failure (F)

Very limited familiarity with backgrounds, key concepts and theories related to arts and cultural management without the ability to apply it, no evidence of critical thinking in relation to the context of management process, no effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, no contributions in the evaluation of case studies and in-class discussion.

Assessment Task

Group projects and/or presentations

Excellent (A+, A, A-)

Detailed knowledge of backgrounds, key concepts and theories related to arts and cultural management, strong evidence of critical thinking in relation to the context of management process, strong ability to apply the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, strong ability in evaluating case studies and make suggestions, active engagement in in-class discussions.

Good (B+, B, B-)

High level of familiarity with knowledge of backgrounds, key concepts and theories related to arts and cultural management, evidence of critical thinking in relation to the context of management process, effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, effort in evaluating case studies and make suggestions, participation in in-class discussion.

Fair (C+, C, C-)

Satisfactory understanding of backgrounds, key concepts and theories related to arts and cultural management, some evidence of critical thinking in relation to the context of management process, little effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, little effort in evaluating case studies and make suggestions, interest in in-class discussion.

Marginal (D)

Understanding of backgrounds, key concepts and theories related to arts and cultural management without the ability to apply it, only little evidence of critical thinking in relation to the context of management process, limited effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, passive participation in the evaluation of case studies and in-class discussion.

Failure (F)

Very limited familiarity with backgrounds, key concepts and theories related to arts and cultural management without the ability to apply it, no evidence of critical thinking in relation to the context of management process, no effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, no contributions in the evaluation of case studies and in-class discussion.

Assessment Task

In-class discussions and short individual presentation/report/essay

Excellent (A+, A, A-)

Detailed knowledge of backgrounds, key concepts and theories related to arts and cultural management, strong evidence of critical thinking in relation to the context of management process, strong ability to apply the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, strong ability in evaluating case studies and make suggestions, active engagement in in-class discussions.

Good (B+, B, B-)

High level of familiarity with knowledge of backgrounds, key concepts and theories related to arts and cultural management, evidence of critical thinking in relation to the context of management process, effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both

group project/presentation and examination, effort in evaluating case studies and make suggestions, participation in in-class discussion.

Fair (C+, C, C-)

Satisfactory understanding of backgrounds, key concepts and theories related to arts and cultural management, some evidence of critical thinking in relation to the context of management process, little effort in applying the learned/extra examples and materials in-class to a wider scope of phenomena on arts and cultural management as reflected in both group project/presentation and examination, little effort in evaluating case studies and make suggestions, interest in in-class discussion.

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Failure (F)

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Part III Other Information

Keyword Syllabus

Art and Cultural Management, Arts Organizations, Creative and Cultural Industries, Cultural management, Heritage Management, Arts consumption, Marketing and the Arts; Fundraising; Management Styles and Theories

Reading List

Compulsory Readings

Title	
1	Moore, Kevin (1994). Museum Management. London: Routledge.
2	Ambrose, Timothy and Sue Runyard Eds (2004). Forward Planning: A Handbook of Business, Corporate and Development Planning for Museums and Galleries. London and New York: Museums & Galleries Commission.
3	Hilary du Cros and Yok-shiu F. Lee (2007). Cultural Heritage Management in China: Preserving the Cities of the Pearl River Delta. London: Routledge.
4	Kaiser Michael M. (2008). The Art of the Turnaround: Creating and Maintaining Healthy Arts Organizations. Hanover: University Press of New England.
5	Chong, Derrick (2010). Arts Management. London: Routledge.
6	Phyllis Mauch Messenger and George S. Smith Eds (2010). Cultural Heritage Management: A Global Perspective.
7	Kaiser Michael M. (2013). The Cycle: A Practical Approach to Managing Arts Organizations. Waltham: Brandeis University Press.

Additional Readings

Title	
1	Nil