

## **ARTS BUSINESS MANAGEMENT COURSE MODULES**

If you love the arts and dream of curating an arts fest or running an arts business, then a business management course grounded in the creative arts could be what you are looking for. Jointly offered by HMS and the School of Business & Accountancy [BA], our Diploma in Arts Business Management [ABM] will equip you with the necessary skills needed to develop and manage arts enterprises.

Throughout the three years, you will be exposed to various forms of creative arts, ranging from theatre and music, to dance and visual arts through lectures, workshops and industry visits. You will also get to tap into business fundamentals and management skills, so you will be ready to manage arts events, market the creative arts and handle finances for arts organisations upon graduation.

Right from the first year of study, you gain industry exposure through our partnerships with esteemed arts organisations such as the Singapore Symphony Orchestra, Esplanade, Singapore Art Museum, Pangdemonium and Affordable Art Fair. You can look forward to working directly with, and being mentored by practising arts producers, managers and administrators.

In the second year, you will get to organise a community arts festival, learn more about marketing an arts business and even gain insights into how to manage talents and artists.

In the final year, you will work on a project or embark on an internship, either locally or abroad. That's not all - you will also explore current trends and apply them to an exhibition that you will curate, and learn what it takes to be an entrepreneur in the creative industries.

### **LEVEL 1.1**

#### **Art History**

This module gives a broad overview of the history of the development of art. Students will be introduced to the major developments and art movements from the ancient classical world to the present. The context in which the art was made will also be explained and key artworks presented to demonstrate the points made. The module ends with an introduction on the contemporary art of Southeast Asia and Singapore.

#### **Introduction to Creative Arts Management**

This module introduces students to the management of the different forms of creative arts and the arts industry. Through field visits, students will be exposed to a range of topics including theatre, music, dance and visual arts. The topics covered will focus on arts management in Singapore and the region. Students will gain an understanding of the various aspects of the industry, ranging from the arts scene in different countries to the business development of the arts.

#### **IT Applications in Business**

This module develops the e-competencies of students by equipping them with the essential computing concepts and necessary skills to use computer applications for information research, organisation, collaboration and presentation. Students will be introduced to the fundamentals of information technology, e-lifestyle computing tools, and modern office technologies such as word processing, spreadsheet systems, digital media integration, and Web technology.

#### **Music in the Performing Arts**

This module provides students with an introductory understanding of Western and non-Western music and its role in the performing arts. Students will be introduced to the origins and development of Western and non-Western traditions and will acquire the appropriate vocabulary and language that will aid them in analysing the context in which music culture is produced and disseminated. In addition, students will learn to investigate the various styles and genres and their impact on contemporary society.

### **Social Psychology**

This module explores the nature and causes of behaviour of individuals in relation to other people. The aim is to provide an understanding of the mechanisms and processes by which social behaviours are shaped by various social, cognitive, environmental, cultural and biological factors.

### **Academic Writing & Presentation**

This module focuses on critical thinking, academic writing as well as presentation and listening skills. The module aims to equip students with the skills for academic writing and presentation. Finding and evaluating academic sources, reading, annotation, essay planning and writing and presentation skills will be developed in this module.

### **Career & Professional Preparation I**

This module helps to give students a foundational introduction to their three-year diploma course curriculum and how it prepares them for industry. It will help them to embark on their three-year course with the end in mind, through guided reflection of their personal characteristics and producing an overall game plan for their future education and career goals. The module aims to deepen students' commitment to the sector that the course prepares them for.

## **LEVEL 1.2**

### **Dance in the Performing Arts**

This module provides an introductory understanding of dance as an art form and its development in the West and Asia. Students will look at the various genres from traditional to contemporary and the relationship of dance with other art forms. This module develops an appreciation of dance as an artistic and dramatic expression through movement.

### **Development of Theatre & Drama**

This module provides students with an introductory understanding of the development of Western and Eastern theatre. The history of theatre will be studied alongside appropriate texts and plays. This module also introduces students to the key features of drama and the various elements of drama through watching plays, working on a scene and other exercises.

### **Economics**

This module provides students with an understanding of the economic choices made by consumers, firms and the government, and how these decisions affect the market for a particular good or service. It incorporates a study of the theory of demand and supply. The module discusses production costs, price determination and supply decisions for individual firms in different market structures. Students will have a basic understanding of the economic factors and government initiatives that have an impact on arts business management.

### **Education, Outreach & Community Arts**

This module will explore the tools for developing education and outreach programmes to enhance public knowledge and exposure to the arts. The module will also develop skills for working with the community to create and conduct arts programmes that enhance social cohesion and address issues within the community.

### **Visual Communication**

This module examines the key principles and concepts in visual design. Through the course, students will learn how to communicate visually for different business contexts, particularly in corporate identity and self-promotion. Digital photography and imaging software will be used to create marketing and publicity collateral such as business cards and advertisements.

### Business Communication

This module prepares students to communicate effectively in business settings. Students will learn both oral and written communication skills that demonstrate concepts of business communication principles, interpersonal skills and intercultural skills. Topics such as business proposal and report writing, elevator pitch and professional presentation will be covered.

### Sports & Wellness<sup>^</sup>

This module aims to help students improve their physical fitness by participating in a physical activity of their choice. This will also give students opportunities to develop confidence, teamwork and leadership.

## COURSE CURRICULUM

YEAR 1	
<b>Level 1.1 (26 hours per week)</b>	
Art History	4
Introduction to Creative Arts Management	4
IT Applications in Business	4
Music in the Performing Arts	4
Social Psychology	4
Academic Writing & Presentation	4
Career & Professional Preparation I	2
<b>Level 1.2 (26 hours per week)</b>	
Arts, Culture & Society	4
Dance in the Performing Arts	4
Development of Theatre & Drama	4
Economics	4
Visual Communication	4
Business Communication	4
Sport & Wellness <sup>^</sup>	2

### Notes:

<sup>^</sup> For more details on Interdisciplinary Studies (IS) electives, please log on to [www.np.edu.sg/is/](http://www.np.edu.sg/is/)

### IS Modules

The School of Interdisciplinary Studies (IS) delivers a broad-based curriculum, which nurtures a new generation of professionals with multidisciplinary skills and an innovative and entrepreneurial spirit to meet the challenges of a knowledge economy. IS offers both prescribed modules and electives to challenge boundaries. Prescribed modules develop students' competencies in core areas such as Communication, Innovation and Enterprise, Culture and Communication, and Personal Mastery and Development, while elective modules provide insights into Arts and Humanities, Business, Design, and Science and Technology.