

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 2.1

Arts Marketing & Communication

This module examines the basic concepts and principles of arts marketing to enable students to better understand and evaluate the marketing system in which products and services are planned, priced, promoted and distributed. It will also provide a comprehensive overview of the effective principles of public relations, focusing on different writing approaches and styles required for specific situations, audiences, communication objectives, content and media.

Festival & Event Management

This module aims to develop students' knowledge and skills in arts festival and event management. The module will focus on discussing the intricacies of fulfilling the key performance indicators of performing arts festivals and events. In particular, the students will learn how to formulate creative strategies to tackle the complex demands of conceptualising, programming, logistics planning, human resource management and risk management. They will also gain insights into the latest management practices in the local as well as the international industries.

Human Capital Management

This module provides students with a working knowledge of human resource skills needed by supervisors and managers in the arts industry to ensure that arts organisations attract, employ, develop and retain the optimum number, type and quality of employees at all times to meet organisation demands and goals.

Publication Design & Production

The module introduces the importance of collaterals in promotion, marketing and corporate communication. Through lectures, hands-on projects and classroom critiques, students learn the process of designing magazines, brochures,

and periodicals. This module also covers writing design specifications, copy-fitting, copy-editing and production layout.

Resource Development in Arts Management

This module introduces students to the process of developing resource skills in the arts industry, particularly in business development, sponsorship, and venue management. Through lessons and tutorials, students will learn and understand roles of arts professionals and their responsibilities both in visual and performing arts organisations. Students will also gain an awareness of the development of Singapore's arts environment and some key contemporary issues faced by artists and non-profit arts organisations.

Career & Professional Preparation II

This module prepares students to write effective cover letters and resumes. Preparation and enhancement of portfolio to meet professional standards as well as development of presentation skills, and improvement of job-seeking techniques will also be covered in the module.

LEVEL 2.2

Financial Management

This module introduces the basic concepts of financial management in relation to arts organisations. Topics covered include accounting, cash management, budgeting, box office management, forecasting and payroll. Students will also learn to apply financial accounting principles to the arts industry. Students will be taught how to interpret and use financial accounting information for decision making. This module will also cover budgeting, financing strategies, working capital management as well as capital investment analysis.

Management & Organisation

This module provides students with an understanding of the four essential functions of management, namely, planning, organising, leading and controlling. It covers an overview of organisations and the role of managers in a global economy. It also prepares students to be effective managers equipped with the essential skills to motivate, manage perception and team dynamics and resolve conflict at the workplace.

Research in Audience Development

This module introduces students to the process of developing qualitative and quantitative research skills in the arts industry, particularly in arts audience development. Through lessons and tutorials, students will learn and understand roles of art professionals, researchers and cultural policy makers both in visual and performing arts organisations. Students will also gain awareness in developing a general understanding in research development and statistics interpretation.

Stage & Exhibition Management

This module provides students with the technical knowledge behind stage and exhibition management. Students will learn how to read technical riders and exhibition plans, maintain production records and use this information in the staging of performances and exhibitions.

Talent & Artist Management

This module examines the crucial role of professional management for various types of artists and entertainers. Focusing on the roles of personal manager, talent agent, road manager, and company manager, students will learn the art of guiding the professional career of artists, developing contacts within the arts industry, marketing and promoting artists for overseas exposure, identifying clients and projects for the artists, and negotiating deals.

Cultural Quotient at Work ^

Cultural Intelligence is the lubricant of cross-cultural interactions. Being culturally intelligent, that is, having multiple perspectives opens new vistas and facilitates adaptation. Through experiential and learner-centered methodologies, students will be sensitised to the challenge of interacting and working in new and unfamiliar settings, be it in organisations on home-ground or in a different country. The takeaway is the ability to cope with varied organizational environments and mind-set ready to collaborate with people from diverse backgrounds and cultures.

World Issues: A Singapore Perspective^

This module develops a student's ability to think critically on world issues. Students will discuss a wide range of social, political and cultural issues from the Singapore perspective. It also looks at how the city-state of Singapore defied the odds and achieved more than half a century of rapid economic growth, political stability and social harmony.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (22 hours per week)	
Arts Marketing & Communication	4
Festival & Event Management	4
Human Capital Management	4
Publication Design & Production	4
Resource Development in Arts Management	4
Career & Professional Preparation II	2
Level 2.2 (29 hours per week)	
Financial Management	4

Management & Organisation	4
Research in Audience Development	4
Stage & Exhibition Management	4
Talent & Artist Management	4
Cultural Quotient at Work ^	2
World Issues: A Singapore Perspective ^	2

Notes:

^ For more details on Interdisciplinary Studies (IS) electives, please log on to 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.