

## **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 3.1**

#### **Arts Criticism**

This module covers the critical analysis of performing and visual arts, otherwise known as the art of writing reviews. The module will explore the uses and elements of criticism with an emphasis on practical review writing techniques and skills.

#### **Arts Regulation, Policy & Governance**

This module aims to examine why and how the state intervenes in the production and consumption of art. It elaborates on the history of arts policy in Singapore from the founding of the nation in 1965 to the present and discusses how it has affected artists, cultural institutions and citizens. The formulation of arts policies pertaining to funding, censorship and the building of facilities will be critically discussed. While the module focuses on arts policy in Singapore, it will also make references to other countries such as the United Kingdom, Australia and the United States to encourage a comparative approach. Special emphasis will be placed on elaborating the importance of a good knowledge of arts policy to arts entrepreneurs, managers and administrators.

#### **Creative Entrepreneurship**

This module explores the relationship between creativity and entrepreneurship. Students will learn about the issues and challenges facing the arts business in the modern world. Students will also be introduced to entrepreneurial concepts and be asked to develop new ideas and plans for creative leadership. The module aims to give students an understanding of simple market analysis and financial planning, and other requirements for starting and running a business, with particular application (and adaptation as required) to "businesses" in the field of arts and culture.

### Museum & Art Gallery Management

This module introduces students to the main elements of museum and art gallery management. These will be supplemented with theories and processes involved in museum administration, administrative technicalities, management for non-profit organisations, and case studies. Some of the topics to be covered will include collections management, education and outreach, museum exhibition design, conservation management and understanding the artist's studio, arts groups and cooperatives. Through lessons and tutorials, students will learn the roles of museum and gallery professionals and their responsibilities.

### Trends in the Arts & Entertainment Industry

This module examines current trends and movements in the arts to extend students' knowledge of the current arts market. The module will help students to think critically about both the artistic and commercial value of traditional and emergent art forms and the relationship between the arts and entertainment industries and how this relationship can be complementary.

### Project ID Connecting the Dots<sup>^</sup>

This module aims to prepare students for an increasingly globalized and interconnected world where problems are multi-faceted and require interdisciplinary research and collaboration to solve. Using a project-based learning approach, students will have the opportunity to work in a multi-disciplinary team to investigate and propose comprehensive recommendations for a pressing real-world problem affecting Singapore. They will be guided to step out of their disciplinary silos and effectively communicate and collaborate with peers from different backgrounds. Ultimately, the module seeks to develop independent learning skills and the ability to synthesize diverse strands of knowledge to solve a complex problem, while impressing on students the importance of being a responsible global citizen.

### Career & Professional Preparation III

This module equips students with personal grooming skills required in a professional setting. Students will be taught grooming and social etiquette as well as appropriate dressing. Other topics include making small talk and handling difficult conversations.

## LEVEL 3.2

### 6-Month Internship / Project Work

This module provides students with industry attachments to one or several performing arts organisations that match their abilities and interests. Alternatively, students can work on projects in their areas of interest.

## COURSE CURRICULUM

### YEAR 3

#### Level 3.1 (24 hours per week)

Arts Criticism	2
Arts Regulation, Policy & Governance	4
Career & Professional Preparation III	2
Creative Entrepreneurship	4
Museum and Art Gallery Management	4
Trends in the Arts & Entertainment Industry	4

Project ID: Connecting the Dots ^	4
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**Level 3.2 (22 hours per week)**

6-Month Internship / Project	22
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**Notes:**

^ 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.