

COURSE MODULES

LEVEL 1.1

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.

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.

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.

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.

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.

Sports & Wellness[^]

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

Module Name	Credit Units
YEAR 1	
Level 1.1 (26 hours per week)	
Academic Writing & Presentation	4
Art History	4
Career & Professional Preparation I	2
Introduction to Creative Arts Management	4
IT Applications in Business	4
Music in the Performing Arts	4
Social Psychology	4
Level 1.2 (26 hours per week)	
Arts, Culture & Society	4
Business Communication	4
Dance in the Performing Arts	4
Development of Theatre & Drama	4
Economics	4

Visual Communication	4
Sport & Wellness ^	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.

COURSE MODULES

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.

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.

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.

LEVEL 2.2

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.

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.

Interdisciplinary Studies[^]

Any one Interdisciplinary Studies (IS) elective.

COURSE CURRICULUM

Module Name	Credit Units
YEAR 2	
Level 2.1 (22 hours per week)	
Career & Professional Preparation II	2
Collaboration with Families & Communities	4
Early Mathematics	4
Psychology of Exceptional Children	4
The Child & the Creative Curriculum	4
The Learning Environment & Classroom Management	4

Level 2.2 (29 hours per week)

Curriculum Planning & Design	4
Infant & Toddler Learning Environment	4
Environment & Social Awareness in Children	4
Practicum 2	13
The Inclusive Curriculum	4

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COURSE MODULES**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.

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.

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.

Interdisciplinary Studies[^]

Any one Interdisciplinary Studies (IS) elective.

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.

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

Module Name	Credit Units
YEAR 3	
Level 3.1 (22 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
World Issues: A Singapore Perspective [^]	2
Level 3.2 (22 hours per week)	
6-Month Internship / Project	22

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