

DIPLOMA IN ARTS BUSINESS MANAGEMENT

If you love the arts and dream of curating an arts or heritage festival or running an arts business, then a business management course grounded in the creative arts could be what you are looking for! Our Diploma in Arts Business Management (ABM) will equip you with the necessary skills to develop and manage arts enterprises as well as heritage organisations, turning your passion into a reality!

Throughout the three years, cultivate an appreciation for various creative art forms, ranging from theatre and music, to dance and visual arts through lectures, workshops and industry visits. You will also be introduced to business and management skills that will teach you how to manage, market and finance arts and heritage organisations.

Right from the first year of study, you gain industry exposure through our partnerships with esteemed arts and heritage organisations such as the Singapore Symphony Orchestra, National Heritage Board, National Gallery of Singapore, Singapore Book Council, and Esplanade. You can look forward to working directly with, and being mentored by practising arts producers, managers and administrators.

In the second year, you will learn how to conduct research on cultural audiences, use digital media to market your event to specific audience segments, develop sponsorship strategies and organise physical and digital festivals and events. You will also be equipped on managing finances, and how to interact with talents, artists and volunteers.

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 integrate your entrepreneurial and creative ideas through a digital exhibition that you will curate, and develop products, programmes and merchandise.

YEAR 1 COURSE MODULES

LEVEL 1.1

Academic Writing & Presentation

The 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, note-taking, essay planning and writing and presentation skills will be developed in this module.

Career & Professional Preparation 1

This module gives 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 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 Arts & Heritage Management

This module aims to introduce students to the management of the different forms of arts and heritage in the creative industries. This will be achieved through exposure to a range of topics, by field visits. The topics will focus on arts and heritage management in Singapore and the region.

Introduction to the Arts 1: Music & Visual Art

This module aims to give an introductory understanding of the history and business of the music and visual arts sectors. The genres covered will explore the styles, characteristics, and cultural influences of different eras in both Asian and Western traditions. Topics include the production and promotion of both music and visual art.

IT Applications

This module develops the e-competencies by equipping the students with the essential computing concepts and necessary skills to use computer applications for information research, organisation, collaboration and presentation.

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

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. It 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.

Introduction to the Arts 2: Theatre & Dance

This module aims to give an introductory understanding of the history and business of the theatre and dance sectors. The genres covered will explore the styles, characteristics, and cultural influences of different eras in both Asian and Western traditions. Topics include the production and promotion of both theatre and dance.

Professional Communication 1

The 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 proposal and report writing, elevator pitch and professional presentation will be covered.

Visual Communication 1

Focusing on the use of images in the media, this module examines the theories and concepts of visual literacy; it provides an introduction to communicating visually through conceptual thinking with the use of digital photography and imaging software. Students will also think critically about the issues of visual images in communication and learn the basic principles of visual design.

YEAR 1 COURSE CURRICULUM

Module Name	Credit Units
Level 1.1 (22 hours per week)	
Academic Writing & Presentation	4
Career & Professional Preparation 1	1
Introduction to Arts & Heritage Management	4
Introduction to the Arts 1: Music & Visual Art	6
IT Applications	4
Social Psychology	3
Level 1.2 (21 hours per week)	
Economics	4
Education, Outreach & Community Arts	4
Health & Wellness [^]	1
Introduction to the Arts 2: Theatre & Dance	6
Professional Communication 1	3
Visual Communication 1	3

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.

YEAR 2 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.

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 organisational demands and goals.

Partnership Engagement & Volunteer Development

This module provides students with an overview of the fundamentals of stakeholder partnerships, sponsorship and a Volunteer Management Framework in the context of the arts and heritage sectors. Students will gain an understanding of issues related to engaging stakeholders, fund-raising and sponsorship development and the role of volunteer management framework in managing issues such as volunteers' recruitment, job-match, motivation and recognition.

Professional Communication 2

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

Visual Communication 2

Focusing on a practical approach, this module introduces the importance of online and print collaterals in the creative industries. Through the use of design software in micro-lectures, hands-on projects and critique sessions, students experience the creative process first-hand in producing promotional and marketing materials. This module also covers writing design specifications, copyediting and production layout.

LEVEL 2.2

Financial Management

The module introduces the basic concepts of financial management, including accounting, cash management, budgeting, box office management and forecasting, in relation to arts organisations. Using case studies and simulations, student will learn how to apply financial accounting principles to the arts industry.

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 develop a general understanding of research development and statistics interpretation.

Stage & Exhibition Management

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

Talent & Artist Management

The 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 artistes, developing contacts within the arts industry, marketing and promoting artistes for overseas exposure, identifying clients and projects for the artistes, and negotiating deals.

YEAR 2 COURSE CURRICULUM

Module Name	Credit Units
Level 2.1 (21 hours per week)	
Arts Marketing & Communication	4
Festival & Event Management	4
Human Capital Management	4
Partnership Engagement & Volunteer Development	4
Professional Communication 2	2
Visual Communication 2	3
Level 2.2 (18 hours per week)	
Financial Management	4
Research in Audience Development	4
Stage & Exhibition Management	4
Talent & Artist Management	4
World Issues: A Singapore Perspective [^]	2

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YEAR 3 COURSE MODULES

LEVEL 3.1

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 the importance of a good knowledge of arts policy for 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 about the roles of museum and gallery professionals and their responsibilities.

Professional Communication 3

The module will equip participants 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 (Local/Overseas) OR Industry-based Project

Students will be attached to one or several performing arts organisations matching their abilities and interests. Alternatively, students can work on projects in their areas of interest.

YEAR 3 COURSE CURRICULUM

Module Name	Credit Units
Level 3.1 (18 hours per week)	
Arts Regulation, Policy & Governance	4
Creative Entrepreneurship	4
Museum & Art Gallery Management	4
Professional Communication 3	2
Project ID: Connecting the Dots^	4
Level 3.2 (20 hours per week)	
6-Month Internship (Local/Overseas) OR Industry-based Project	20

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