

AMGT90001 Arts Management

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 3 Total Time Commitment: 120
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
Coordinator:	Dr Kate Macneill
Contact:	Kate MacNeill cmmacn@unimelb.edu.au (mailto:cmmacn@unimelb.edu.au)
Subject Overview:	This subject introduces students to key principles of organisational management within the context of the arts industry. In addition to generic management issues, students will be asked to identify and analyse issues unique to the arts industry. Students will be introduced to relevant case studies from a diverse range of arts organisations illustrating the application of strategic planning, communications strategies and board development.
Objectives:	<ul style="list-style-type: none"> # be able to demonstrate an understanding of organisational management theory in the context of the arts industry; # be able to identify key sector and industry factors impacting upon the management of arts organisation; # be able to critically evaluate and apply a range of approaches to strategic organisational planning; # be able to identify key environmental factors relevant to sustaining the long term viability of arts organisations; # be able to implement appropriate communication strategies both within the organisation and with key stakeholders and clients; # be able to plan for appropriate use of information technology; and # be able to demonstrate an understanding of the principles of organisational governance and the role of boards in maintaining the health of not for profit organisations.
Assessment:	Written work of 5000 words in total consisting of a short analytical piece (1000 words 20%), a major piece of assessment (2500 words 50%), and a group project and class presentation with an individual documentation of same (1500 words 30%) due throughout the semester.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to demonstrate research and analytical skills; # be able to demonstrate attention to detail;

	# be able to demonstrate understanding of ethical and cultural contexts;and # be able to demonstrate clear spoken and written communication.
Related Course(s):	Master of Arts Management Postgraduate Diploma in Arts Management