

AMGT90018 The Economics of Culture

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:	Previously available as 760-552 Sustainability and the Arts. Students who have completed 760-552 Sustainability and the Arts are not eligible to enrol in this subject.
Core Participation Requirements:	None
Coordinator:	Dr Kate Macneill
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Subject Overview:	This subject introduces students to the notion of the arts as an ecological and economic system, investigating how the arts industry finds ways to sustain its practices in changing environments. Students are introduced to strategies employed by both commercial and not-for-profit participants in the arts and cultural industries to support their ongoing operations and to assist the development of specific projects. The subject will identify the various interdependent strata of the arts industry and the ways in which these interacts with and are impacted upon by external social, economic and policy forces. Consideration will be given to how these factors influence the arts' capacity to attract diverse forms of support for insuring sustainability.
Objectives:	<ul style="list-style-type: none"> # be able to identify the interdependent elements of the arts industry, and each element's role in sustaining the industry; # be able to demonstrate an awareness of sources of arts industry support the including government assistance schemes, market mechanisms, community partnerships and patronage; # be able to identify aesthetic and altruistic grounds for individual arts patronage; # be able to demonstrate an awareness of ethical issues pertaining to support and patronage of the arts; and # be able to develop proposals for facilitating partnerships and attracting support.
Assessment:	Individual project equivalent to 2000 words to be delivered as both class presentation and documentation 40% (due late semester), and a written assignment or case study equivalent to 3000 words 60%.
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 work in a team;

	<ul style="list-style-type: none"># be able to demonstrate research skills;# be able to demonstrate analytical skills;# be able to demonstrate administrative and organisational awareness; and# be able to demonstrate strong conceptual and creative thinking.
Notes:	Previously available as 760-552 Sustainability and the Arts. Students who have completed 760-552 Sustainability and the Arts are not eligible to enrol in this subject.
Related Course(s):	Master of Art Curatorship (Coursework and Minor Thesis) Master of Arts Management Postgraduate Diploma in Arts Management