



<b>Course Category</b>	Creative Studies		
<b>Course Title</b>	Art Administration 1 - Introduction to Art and Management		
<b>Course Code</b>	DA181		
<b>Medium of Instruction</b>	Chinese		
<b>Duration</b>	24.0 hour(s)		
<b>Course Fee</b>	Macao Resident: MOP2,150 Non-Macao Resident: MOP2,150		
<b>Certificate</b>	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.		
	<b>Course Code</b>	<b>Sub Code</b>	<b>Course Start Date</b>
	DA181	2403	2024/05/14
	DA181	2402	2024/07/02
	<b>Course Code</b>	<b>Sub Code</b>	<b>Registration Period</b>
	DA181	2402	2024/05/13 - 2024/06/21
			<b>Course End Date</b>
			2024/06/06
			2024/07/25
			<b>Quota</b>
			25
<b>Objective</b>	Upon completion of the course, students will be able to •explain the history and mechanism of art administration •differentiate the genres between different art forms •analyse and recommend correspondent solutions for managerial issues in art administration		
<b>Outline</b>	•Introduction to art administration -What is art? -History and development in art administration -International institutions and system of art administration -Non-profit organisation and public policy •Art Appreciation -Visual art -Performing art -New media art -Public and community art -Site visit to local art institution •Departments in art organisations -Art marketing and promotion -Funding, sponsors and financial management -Strategies on media and public relations -System, format and language of the proposal		
<b>Teacher</b>	Please refer to the schedule		