



Course Category	Creative Studies			
Course Title	Art Administration - Introduction to Cultural and Creative Industry			
Course Code	DA222			
Medium of Instruction	Chinese			
Duration	18.0 hour(s)			
Pre-requisites	(1) Completion of “Art Administration I: Introduction to Art and Management” or (2) Achieved a basic art course certificate from other academies (with a minimum duration of 9 hours and a copy of the certificate is required to be submitted or uploaded)			
Course Fee	Macao Resident: MOP1,950 Non-Macao Resident: MOP1,950			
Certificate	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.			
	Course Code	Sub Code	Course Start Date	Course End Date
	DA222	2401	2024/04/02	2024/05/07
Outline	<ul style="list-style-type: none">• What is creativity?• Inter-disciplinary perspective of cultural and creative industries• Historical perspective of cultural and creative industries• Globalised perspective of cultural and creative industries• The role of creative industry in cultural economy• Symbolic capital in creative industries• Innovation processes and cultural products• Application of cultural production• Cultural consumption in cultural and creative industries• Cultural distribution channels in cultural and creative industries			
Teacher	Please refer to the schedule			