



Course Category	Creative Studies
Course Title	Art Administration - Managing Cultural and Creative Industry
Course Code	DA223
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.
Outline	<ul style="list-style-type: none">• Entrepreneurship in cultural and creative industries• Creative organisation, team and workforce• Organising fairs, markets and activities in cultural and creative industries• Creative marketing in cultural and creative industries• Preserving cultural heritage through cultural and creative industries• Creative tourism• Creative clusters and cities• Impacts of cultural and creative industries• Ethics on cultural and creative industries: copyright and intellectual property right
Teacher	Please refer to the schedule