Arts and Culture Management second major

The Arts and Culture Management (ACM) second major provides students with the perspectives, foundational knowledge, introductory skills and vocabularies for entry into the arts and culture industry.

ACM grooms the cosmopolitan manager who is at ease with cultural diversity, and able to capitalise on the new ideas and energies through engagement with the arts. ACM uniquely brings together theory, practice, and management. Faculty will join with practice leaders to provide learning that will move beyond classrooms into the field.

ACM graduates are not limited to the Arts & Culture industries, but will have knowledge that will prepare them for success working in global cities. Cities are the powerhouses of global economies. Singapore, London, New York, Chicago, Los Angeles, Dubai, Seoul, Shanghai, and Sydney, are notable as centres of creativity and entrepreneurship fuelled by a vibrant arts and culture scene. It is this clear vision that has informed the Singapore government’s goal to double the active engagement of Singaporean in arts and culture activities by 2025. ¹

Learning Objectives:

- To provide students with the competencies for entry level employment in the Arts & Culture profession as well as for managerial positions in the creative and service industries.
- To provide students with the creative vision that drives today’s entrepreneurial initiatives.
- To provide students with a Liberal Arts education that will train them to be complex thinkers who have the ability to analyze, synthesize, evaluate, and problem-solve.
- To equip students with skills that will make them better verbal, visual, and performative² communicators both in the Real and Virtual world.
- To prepare students for success in a culturally diverse environment.
- To enable students to reach out and form creative partnerships with members, organizations and institutions in the public and private sectors of the Arts & Culture community.
- To invest students with a lifelong passion for Arts & Culture.
- To grow responsible individuals who are committed to the betterment of society and the community.

Programme Structure

The Programme Structure enables students to plan an educational pathway to desired learning goals. For example, after equipping themselves with foundational and managerial knowledge, a student interested in the literary arts might choose From Text to Screen: Shakespeare on Film and Creative Writing, and An Introduction to Festival (Literary, Visual Art, Theatre) Design and Staging; and An introduction to Theatre Space Management (for theatre is staged literature, and poetry and text are the subject of poetry slams and dramatized readings.) A student interested in working in the public sector might select Women in Film; Popular Culture in Asia; or Cultural Identities and Arts; and two of the three courses; Arts Leadership; Arts & Culture in Society, or; Art Policy: Decisions and Regulations.

To fulfil the requirement of the Arts and Culture Management second major, students must complete eight courses from the following lists.

1. **Compulsory courses**
   - ACM003  
     Introduction to Arts Management
   - ACM004  
     Further Arts Management^  

2. **Management (choose two)**
   - ACCT101/ACCT111  
     Financial Accounting
   - ACCT102/ACCT112  
     Management Accounting
   - ACCT105  
     Financial Accounting for Law
   - LGST231  
     Entertainment Law
   - MKTG 101  
     Marketing
   - OBHR 101  
     Management of People at Work

3. **ACM in Society and Industry (choose two)**
   - ACM103  
     Special Topics in ACM (Society and Industry)
   - ACM201  
     Theatre Leadership
   - ACM202  
     Introduction to Event/Festival Management
   - ACM203  
     Introduction to Museum Management
   - ACM204  
     Introduction to Theatre Space Management
   - ACM205  
     Arts & Culture Study Mission
   - ACM208  
     Art in Southeast Asia
   - ACM209  
   - ACM301  
     Arts Policy
   - ACM302  
     Art Investment & Philanthropy
   - ACM303  
     Special Project (Counts as 2 credits)

4. **Arts and Culture (choose two)**
   - ACM104  
     Special Topics in ACM (Arts and Culture)
   - ACM105  
     Artistic Traditions in China
   - ACM206  
     Dance, Culture and Society
   - ACM207  
     The Art World: A Context for Framing Arts and Culture Management
   - ARTS004  
     Drama and Scriptwriting
   - ARTS007  
     Society and Culture in Film
   - ENGL001  
     From Text to Screen: Shakespeare on Film
   - ENGL002  
     Creative Writing
   - FNAR002  
     Art: East and West
   - IAS201  
     Popular Culture in Asia#
   - HUMN004  
     Cultural Identities and Arts
   - MUSC001  
     Music: East and West
   - THAR003  
     Post Modern Theatre Studies

^ACM003 is pre-requisite to ACM004.

*Important note on double counting: BSocSc students are not allowed to double count any of the courses (#except for IAS201) cross-listed under the ACM second major as SSMR (Social Science) electives. Only courses with the subject code IAS, POSC, PPPM, PSYC and SOCG can be used to count towards the two SSMR courses required from the majors in Social Science.

**NOTE:** Not every module/course listed will be available every semester.