

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.

¹ Ministry of Information, Communications and the Arts (MICA), Singapore, Arts and Culture Strategic Review, 2010, <http://www.acsr.sg/introduction.aspx>, 5 February 2012, accessed 30 Aug. 2012.

² The term "performative" refers to Goffman's (1959) proposition that people perform roles in the Everyday — Goffman, Erving. *The Presentations of the Self in the Everyday*. Garden City, NY: Doubleday Anchor, 1959.

Programme structure

To fulfil the requirements of the Arts and Culture Management second major, students must complete:

Cohort	
AY2016/17 and earlier	AY2017/18 and later
<p>1. <u>Compulsory courses</u></p> <p>ACM003 Introduction to Arts and Cultural Management ACM004 Advanced Arts and Cultural Management^</p> <p>2. <u>Management (choose two)</u></p> <p>ACCT101/ACCT111 Financial Accounting ACCT102/ACCT112 Management Accounting ACCT105 Financial Accounting for Law ACM212 Arts and Cultural Marketing# LGST231 Entertainment Law MKTG101 Marketing# OBHR101 Management of People at Work</p> <p>3. <u>ACM in Society and Industry (choose two)</u></p> <p>ACM005 Arts and Culture Management Industry Project ACM103 Special Topics in ACM (Society and Industry) ACM201 Introduction to Performing Arts Management ACM202 Introduction to Event/Festival Management ACM203 Introduction to Visual Arts Management ACM204 Special Topics in Arts Management ACM205 Arts & Culture Study Mission ACM208 Art in Southeast Asia ACM209 Introduction to Literary Arts Management ACM210 Arts and Audiences ACM214 Arts, Culture Industries and Everyday Life ACM301 Cultural Policy and Practice ACM302 Arts, Industries and Markets ACM303 Special Project (Counts as 2 credits) ACM304 Exhibitions and Curating</p> <p>4. <u>Arts and Culture (choose two)</u></p> <p>ACM101 Art and History I: From the Beginnings to the Revolutions 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 ACM211 The Art of Participation ACM213 Cultural Relations and Diplomacy in</p>	<p>1. <u>Compulsory courses</u></p> <p>ACM003 Introduction to Arts and Cultural Management ACM004 Advanced Arts and Cultural Management^</p> <p>2. <u>Level One (choose two)</u></p> <p>ACM101 Art and History I: From the Beginnings to the Revolutions ACM102 Art and History II: The Modern, Postmodern and the Contemporary ACM103 Special Topics in Arts and Culture Management ACM105 Visual Cultures in Asia: People, Practices and Places COMM102 Foundations in Strategic Communication COMM120 Intercultural Communication COMM121 Fundamentals of Media Engagement COMM225 Public Relations Writing COMM246 Crisis Mgmt and Communication COMM253 Storytelling for Orgs and Brands COMM346 Communication Strategies in Digital Age COR2611 Cultural History of the Cold War in Asia: The Battle for Hearts and Minds GA001 Exploring Asian Identities GA203 History of Southeast Asia MGMT223 Social Entrepreneurship SOCG222 Nation Building in Asia SOCG227 InterAsian Mobilities</p> <p>3. <u>Level Two (choose two)</u></p> <p>ACM201 Introduction to Performing Arts Management# ACM203 Introduction to Visual Arts Management# ACM204 Special Topics in Arts Management# ACM205 Arts and Culture Study Mission ACM209 Introduction to Literary Arts Management ACM210 Arts and Audiences ACM212 Arts and Cultural Marketing* ACM213 Cultural Relations and Diplomacy in Asia ACM214 Arts, Culture Industries and Everyday Life ACM215 Communicating the Arts and Culture ACM216 Culture for Sustainable Futures:</p>

<p>Asia ACM305 Arts, Partnerships and Publics ACM306 Arts, Culture and the Global City 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 GA001 Exploring Asian Identities GA201 Popular Culture in Asia MUSC001 Music: East and West SOCG227 InterAsian Mobilities THAR003 Post Modern Theatre Studies</p>	<p>Diversity, Complexity and Rights</p> <p>4. <u>Level Three</u> (choose two)</p> <p>ACM005 ACM Industry Project ACM301 Cultural Policy and Practice ACM302 Arts, Industries and Markets ACM305 Arts, Partnerships and Publics ACM306 Arts, Culture and the Global City</p>
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^ ACM003 is pre-requisite to ACM004. **Please note that ACM003 is offered in Term 1 and ACM004 in Term 2 only. Students are required to plan their courses carefully so that they may graduate in time.**

Students can only count one of these courses towards fulfilling the ACM major.

* Mutually exclusive from MKTG101

- Course codes may change; students should refer to BOSS for the most updated information.

Policy on double counting:

BSocSc students are not allowed to double count any of the Social Science electives cross-listed under the ACM second major to their first major. For example, a BSocSc student may take SOCG222 as an ACM elective or as a Sociology elective, but not both.