Arts & Culture Management Industry Project

PLEASE NOTE THAT THIS IS AN UPDATED COURSE OUTLINE, WHICH IS DIFFERENT FROM PREVIOUS EDITIONS.

Course Identification

Course Title:	Arts & Culture Management Industry Project
Course Code:	ACM005 (SMU-X)
School:	Arts and Culture Management Programme School of Social Sciences Singapore Management University
Course Teaching Period:	AY2024/2025, T1
Course Schedule:	Wednesdays, 3:30 pm - 6:45 pm
Class Venue:	TBC
Course Instructor:	Assistant Professor Hoe Su Fern Email: sfhoe@smu.edu.sg
Consultation Hours	Schedule an appointment here: https://tinyurl.com/ACMconsult
Course Advisories:	‣ Most suitable for students majoring in Arts and Culture Management (ACM) ‣ This is a level 3 module in the ACM programme, and is intended to allow students to apply and deepen existing knowledges of arts management by developing a unique and independent research project. ‣ As this project requires original primary research, students are expected to invest a considerable amount of time and energy. ‣ This is **not** an introductory module and will require students to possess existing ACM skills and knowledges.
Emergency Preparedness for Teaching and Learning	Instructors may conduct lessons online, to prepare students for online learning. During an actual emergency, students will be notified to access the Zoom platform for their online lessons.
Accessibility and Accommodations:	SMU strives to make learning experiences accessible for all. If you anticipate or experience physical or academic barriers due to disability, please contact me immediately. You are also welcome to contact the university's disability support team if you have questions or concerns about academic accommodations: included@smu.edu.sg

Course Synopsis

This module provides students majoring in Arts and Culture Management, with the opportunity to deepen and demonstrate mastery of one specialised area pertinent to arts and culture management. The module will provide a research and practical framework to enable students to initiate and design a self-contained project, and develop it from inception to completion.

Through close consultation, students will develop and produce an individual and in-depth project on a particular aspect of arts and culture management. The format of the project is flexible, but a minimum of 50% of the work must involve original research/fieldwork.

Upon completing this module, students should have significantly enhanced their understanding of a specific area or methodology in arts and culture management, as well as develop the competencies to design and manage projects of concrete and practical benefit to the broader arts and cultural ecosystem.

Course Goals

Students enrolled in ACM005 will design and develop a scholarly research project that critically analyses an issue within the field of arts management, as approved by the course coordinator. The research should ideally incorporate primary research and theoretical inquiry, so as to enable each student to develop a specialised understanding and knowledge of a particular area of arts management.

On successful completion of this project, students should be able to:
- Demonstrate an advanced understanding and knowledge of a specialised area in arts management, as well as be able to contextualise that area within current research, debates, policies and practices in the arts and associated cultural and creative industries
- Assemble and author a unique and independent research project from inception to development to completion
- Construct an argument relating to a specific area in arts management
- Apply multidisciplinary and inter-disciplinary arts management theories and evidence-based research

Overall Learning Objectives

On completion of this course, students should acquire the following skills, attributes and outcomes:
- An ability to initiate a self-contained research project
- An ability to evaluate and synthesise existing research and professional literature in the chosen field of arts management
- An appreciation of the design, conduct and reporting of arts management research
- A respect for intellectual integrity, and the ethics of research and scholarship in the arts
- A deepening of critical communication skills, especially the ability to effectively prepare and present their ideas in both verbal and written mode at a competent level
- An ability to use rigorous methods of critical inquiry and appropriate theories and methodologies, with intellectual honesty and a respect for ethical values
- The capacity to function as ethical, imaginative and resourceful arts managers who will enable better conditions for art-making and creativity to thrive and flourish

Course Programme

In order to facilitate learning, this course has been organised thematically into FOUR PHASES:

Phase One	Conceptualisation: Building the Frame
Phase Two	Investigation: Embarking on Data Development and Collection
Phase Three	Analysis: Developing an Analytical Strategy and Argument
Phase Four	Synthesis: Documenting and Presenting Findings

1. **Phase One** will provide some methodological and contextual frameworks so as to enable students to formulate and design their individual projects. Students will also learn how to delineate the various stages of the project management process, and the planning required for each. By the end of Phase One, students should be able to identify and define a research project for themselves.

2. **Phase Two** will require the students to work independently on their selected projects, in close consultation with the course instructor and any other pre-approved mentors. Students will select and apply the appropriate methodology for the collection and analysis of information in their chosen field. By the end of Phase Two, students would have conducted their critical inquiry and completed the required primary research to be able to develop an analytical strategy.

3. **Phase Three** will be dedicated to workshopping and refining the project. Apart from refining their analysis and formulating a clear primary argument, students will work on organising their ideas and findings into an appropriate form for the dissemination of their findings.

4. **Phase Four** will involve project review and reflection. Students will reflexively reflect on their learning process and journey, and identify their own strengths and weaknesses, as well as future areas for improvement.

TYPE OF LEARNING:

The focus of this course is on experiential, self-directed and project-based learning.

You are expected to take responsibility for conceptualising and completing your self-defined project.

Most sessions will be workshop based - students should come to class prepared to continuously develop and refine their research projects. There is minimal set readings, as students are expected to develop their own research materials, in consultation with the course instructor. Ample time should also be set aside for fieldwork outside of class time.

Course Teaching Schedule

Phase One Conceptualisation

Week 1   21 Aug 2024   Setting the Stage: What is an Arts Management Industry Project?

Week 2   28 Aug 2024   Setting the Hook: Finding a Research Topic

Week 3   04 Sept 2024   Setting in Motion: Developing Research Questions and Methodology

Phase Two: Investigation

Week 4   11 Sept 2024   Peer Review Workshop 1: Draft Proposals

Week 5   18 Sept 2024   Research Workshop 1

Week 6   25 Sept 2024   Research Workshop 2

Week 7   02 Oct 2024   Writing Workshop 1

Week 8   09 Oct 2024   Recess Week

Phase Three: Analysis

Week 9   16 Oct 2024   Writing Workshop 2

Week 10   23 Oct 2024   Peer Review Workshop 2: Project Class Sharing & Feedback

Week 11   30 Oct 2024   Research Workshop 3

Phase Four: Synthesis

Week 12   06 Nov 2024   Public Presentations

Week 13   13 Nov 2024   Debrief

This schedule is provisional and may be updated. Students are highly advised to check their emails and E-Learn regularly for any changes to the programme and teaching schedule.

Assessment

Overview of Assessment:

The summative assessments are designed to enable continual learning. This approach enables you to track your progress and learning throughout the semester, as well as present more opportunities for guidance and improvement. The assessment criterion aims to reward not only your ability to research and present information but also your consistency in developing the research project throughout the semester. Please note that no questions verbatim from past year papers or published test banks will be used for the graded continuous assessments and examinations in this course.

There are 6 components to the assessment for this course:

Assignment No.	Description	Weighting (%)	Due Date:
1	Class Attendance and Participation	10%	Throughout
2	Project Proposal	15%	Week 5
3	Peer Review Project Feedback	10%	Week 10
4	Project Public Write-Up	20%	Week 11
5	Project Public Presentation	20%	Week 12
6	Project Final Portfolio	25%	Week 15

ACADEMIC INTEGRITY

All acts of academic dishonesty (including, but not limited to, plagiarism, cheating, fabrication, facilitation of acts of academic dishonesty by others, unauthorised possession of exam questions, or tampering with the academic work of other students) are serious offences. All work (whether oral or written) submitted for purposes of assessment must be the student's own work. Penalties for violation of the policy range from zero marks for the component assessment to expulsion, depending on the nature of the offence. If you are unsure if an action might constitute a violation of the Code of Academic Integrity, speak with me. Details on the SMU Code of Academic Integrity may be accessed at https://smu.sharepoint.com/sites/oasis/SitePages/DOS-WKLSWC/UCSC.aspx as well as http://researchguides.smu.edu.sg/plagiarism.

USE OF GENERATIVE AI TOOLS

To ensure a fair, equitable and transparent assessment, any use of AI tool should be for assisting you in generating ideas, providing additional information or improving the clarity and coherence of your answers. It should not be used to solely generate complete answers or replace your own analysis. If you have incorporated text generated by AI tools into your assessment, there must be proper citation and acknowledgement of the tool's contribution.

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