

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications & The Arts
<b>Programme:</b>	MA Creative Industries: Performing Arts Management
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Performing Arts Administration and Producing
<b>Course Code:</b>	PAM 7101
<b>Student Engagement Hours:</b>	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
<b>Semester:</b>	Fall, Spring, Summer
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

Examines the key areas of arts administration, project management and producing relating specifically to the establishment and viability of performing arts organizations as well as the way in which these key areas impact on entrepreneurial, free-lancing roles including company formation and management. The course focuses on planning, programme development, budgeting, scheduling, staff and community development and health and safety. Students will consider these areas in relation to a number of case examples of specific international performing arts organisations and entrepreneurial, free-lancing contexts.

### **Prerequisites:**

MA Creative Industries: Performing Arts Management students only

### **Aims and Objectives:**

- Examines the key areas of arts administration, project management and producing relating specifically to the establishment and viability of performing arts organizations
- Explores how project management and producing impact on entrepreneurial, free-lancing roles including company formation and management
- Considers the administrative practices involved in planning, programme development, budgeting, scheduling, staff and community development and health and safety

**Programme Outcomes:**

A, B, C, E, F, G

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- Show a sophisticated knowledge of arts administration, project management and producing in the performing arts
- Engage critically with how project management and producing impact on entrepreneurial, free-lancing roles including company formation and management
- Demonstrate a systematic understanding of the administrative practices involved in planning, programme development, budgeting, scheduling, staff and community development and health and safety

**Indicative Content:**

- Performing arts administration (e.g., planning, programme development, scheduling)
- Performing arts project management (e.g., budgeting, staff and community development, health and safety)
- Performing arts producing
- Company formation and management

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies>.

**Teaching Methodology:**

Teaching will include interactive lectures, supplemented with a range of audio-visual aids, designed to introduce students to the key concepts of professional practice. Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

**Indicative Text(s):**

- Banks, M. Gill, R. & Taylor, S. (eds.) (2013) *Theorizing Cultural Work: Labour, Continuity and Change in the Cultural and Creative Industries*. London: Routledge.
- Bennet, T. (2013) *Making Culture, Changing Society*. London: Routledge.
- Brindle, M. & DeVereaux, C. (eds). (2011) *The Arts Management Handbook: New Directions for Students and Practitioners*. Armonk, NY: M.E. Sharpe, Inc.
- Rosewall, E. (2014) *Arts Management: Uniting Arts and Audiences in the 21st century*. Oxford: Oxford University Press.

- Byrnes, W.J. (2010) *Management and the Arts*. Burlington, MA: Focal Press.
- McRobbie, A. (2016) *Be Creative: Making a Living in the New Culture Industries*. Cambridge: Polity Press.

**Journals**

- Performance Research <https://www.tandfonline.com/loi/rprs20>
- Text and Performance Quarterly <https://www.tandfonline.com/loi/rtpq20> Women & Performance <https://www.tandfonline.com/loi/rwap20>

See syllabus for complete reading list

