



The University of Southern Queensland

## Course specification

<b>Description: Strategic Arts Management</b>						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
THS	8003	54959	2, 2006	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA006
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100103

### STAFFING

Examiner: Kyle Jenkins

Moderator: Kate Foy

### SYNOPSIS

The arts manager occupies a problematic position within a turbulent environment balancing bureaucratic, political, and stakeholder pressures with expressive freedom, limited resources, and community needs. This course seeks to align strategic arts management with the outlook of the individual arts worker providing the opportunity to evaluate individual professional competency within a sector wide context. Strategic analysis is considered from a variety of perspectives and as the focus for this course a strategic plan for an arts project is completed by the student.

### OBJECTIVES

On successful completion of this course students will be able to:

1. Clarify an individual professional outlook as an arts manager;
2. Evaluate professional competency within a sector wide context;
3. Identify a variety of business, and non profit approaches to strategic analysis and allied processes;
4. Design and implement a strategic planning process for an arts organisation.

### TOPICS

	Description	Weighting (%)
1.	Locating Strategic Arts Management	30.00
2.	Strategic Analysis, Evaluation and the ARts Organisation	30.00
3.	Streamlining Strategic Planning	40.00

## **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Fitzgibbon, M & Kelly, A (eds.) 1997, *From maestro to manager: critical issues in arts and culture management*, Oak Tree Press, Dublin.

## **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Chong, D 2001, *Arts management: critical perspectives on a new sub-discipline*, Routledge, London.

Emery, M & Purser, R 1996, *The search conference: a powerful method for planning organizational change and community action*, Jossey-Bass, San Francisco.

Kotler, N & Kotler, P 1998, *Museum strategy and marketing: designing missions, building audiences, generating revenue & resources*, Jossey-Bass, San Francisco.

Vaghefi, M & Huellmantel, A 1999, *Strategic management for the XXIst century*, St Lucie Press, Boca Raton.

Wadsworth, Y 1997, *Everyday evaluation on the run*, 2nd edn, Allen & Unwin, St Leonards.

## **STUDENT WORKLOAD REQUIREMENTS**

ACTIVITY	HOURS
Assessment	50.00
Directed Study	75.00
Private Study	40.00

## **ASSESSMENT DETAILS**

Description	Marks out of	Wtg(%)	Due date
ASSIGNMENT 1	100.00	15.00	18 Aug 2006
ASSIGNMENT 2	100.00	15.00	22 Sep 2006
ASSIGNMENT 3	100.00	70.00	03 Nov 2006

## **IMPORTANT ASSESSMENT INFORMATION**

### 1 Attendance requirements:

There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

- 2 Requirements for students to complete each assessment item satisfactorily:  
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:  
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

## **ASSESSMENT NOTES**

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).