



# PERF20034 Arts Management

## Term 1 - 2019

Profile information current as at 15/05/2024 10:38 am

All details in this unit profile for PERF20034 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

Comprising scholarly, industry and practical approaches to arts production, policy and management, this unit provides you with a professional level of conceptual and practical knowledge and skill in arts management. This unit is designed to introduce you to advanced knowledge about arts management, policy and funding opportunities, as well as skills of relevance to entering arts management positions. As Arts Management continues to be a key employment pathway for many creative industries and creative arts graduates, this unit and the specialisation to which it contributes provides an opportunity for both those with cognate undergraduate qualifications and/or experience, as well as arts managers already working in the field, to gain postgraduate level knowledge, skills and qualifications. This unit and the Arts Management major provide a key way to develop authentic engagement relationships between arts organisations, arts professionals and CQUniversity.

#### Details

Career Level: *Postgraduate*

Unit Level: *Level 8*

Credit Points: 6

Student Contribution Band: 8

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 1 - 2019

- Online

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Research Assignment**

Weighting: 40%

#### 2. **Professional Practice Plans (learning plans)**

Weighting: 60%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Self-reflection

**Feedback**

Change assessment due date

**Recommendation**

In the 2019 offering, the due date of the second assessment task will be changed to better align with other course requirements to improve student time management.

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Investigate and review contemporary issues, knowledge, and industry contexts around arts management and policy
2. Analyse and evaluate the role of a creative arts workers and manager within the creative industries
3. Operationalise and assess professional skills for working within industry and professional contexts as well as engage with scholarly frameworks
4. Report on industry patterns, issues, and funding trends.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes

|   |  |  |  |  |  |
|---|--|--|--|--|--|
|  N/A Level |  Introductory Level |  Intermediate Level |  Graduate Level |  Professional Level |  Advanced Level |
|---|--|--|--|--|--|

### Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks                                       | Learning Outcomes |   |   |   |
|--|-------------------|---|---|---|
|  | 1                 | 2 | 3 | 4 |
| 1 - Research Assignment - 40%                          | •                 | • |   | • |
| 2 - Professional Practice Plans (learning plans) - 60% | •                 | • | • | • |

### Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes                                | Learning Outcomes |   |   |   |
|--|-------------------|---|---|---|
|  | 1                 | 2 | 3 | 4 |
| 1 - Knowledge                                      | ○                 | ○ | ○ | ○ |
| 2 - Communication                                  | ○                 | ○ | ○ | ○ |
| 3 - Cognitive, technical and creative skills       | ○                 | ○ | ○ | ○ |
| 4 - Research                                       | ○                 | ○ | ○ | ○ |
| 5 - Self-management                                | ○                 | ○ | ○ | ○ |
| 6 - Ethical and Professional Responsibility        | ○                 | ○ |   |   |
| 7 - Leadership                                     |                   |   | ○ | ○ |
| 8 - Aboriginal and Torres Strait Islander Cultures |                   |   |   |   |

### Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks                                       | Graduate Attributes |   |   |   |   |   |   |   |
|--|---------------------|---|---|---|---|---|---|---|
|  | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 - Research Assignment - 40%                          | ○                   | ○ | ○ |   |   | ○ | ○ |   |
| 2 - Professional Practice Plans (learning plans) - 60% | ○                   | ○ | ○ | ○ | ○ | ○ |   |   |

## Textbooks and Resources

### Textbooks

PERF20034

#### **Prescribed**

#### **Arts Management: an entrepreneurial approach**

(2015)

Authors: Walter, C

Routledge

ISBN: 9780765641540

Binding: Paperback

#### **Additional Textbook Information**

This book is available as an eBook through the CQU library.

### IT Resources

#### **You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [Harvard \(author-date\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Liz Ellison** Unit Coordinator

[l.ellison@cqu.edu.au](mailto:l.ellison@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 2 - 18 Mar 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 3 - 25 Mar 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 4 - 01 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 5 - 08 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic                                    |
|--------------|---------|---|
|              |         | <b>Manifesto</b> Due: Week 5 Friday (12 Apr 2019) 11:55 pm AEST |

### Vacation Week - 15 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 6 - 22 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 7 - 29 Apr 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 8 - 06 May 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 9 - 13 May 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 10 - 20 May 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 11 - 27 May 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Week 12 - 03 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

### Review/Exam Week - 10 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic   |
|--------------|---------|--|
|              |         | <b>Career / Funding Plan</b> Due: Review/Exam Week Friday (14 June 2019) 11:55 pm AEST |

### Exam Week - 17 Jun 2019

| Module/Topic | Chapter | Events and Submissions/Topic |
|--------------|---------|------------------------------|
|--------------|---------|------------------------------|

## Assessment Tasks

# 1 Manifesto

## Assessment Type

Research Assignment

## Task Description

You will create a Manifesto to identify the driving factors of your practice as an Arts Manager. After completing an Arts Manager Identity Assessment (available on Moodle), you will be required to showcase your understanding of the aesthetic, cultural, social, and financial motivations that drives you as an arts manager in your intended or current career path. The Manifesto may be creatively conceived, using a combination of text and images. It should be approximately 1500 words, or equivalent.

## Assessment Due Date

Week 5 Friday (12 Apr 2019) 11:55 pm AEST

## Return Date to Students

## Weighting

40%

## Assessment Criteria

You will be graded against three criteria: knowledge of unit content and concepts, ability to contextualise a personal creative practice/career within the wider landscape of your field, and self-reflexivity and written expression. See the CRA on Moodle for further information.

## Referencing Style

- [Harvard \(author-date\)](#)

## Submission

Online

## Learning Outcomes Assessed

- Investigate and review contemporary issues, knowledge, and industry contexts around arts management and policy
- Analyse and evaluate the role of a creative arts workers and manager within the creative industries
- Report on industry patterns, issues, and funding trends.

## Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Ethical and Professional Responsibility
- Leadership

# 2 Career / Funding Plan

## Assessment Type

Professional Practice Plans (learning plans)

## Task Description

You will write a 2000 - 2500 word career plan that identifies a career pathway that accounts for current trends, policies, and your personal identity. It may focus on funding opportunities (and therefore take the shape of a funding plan), and identify ways to attract funding and major milestones in your planned career. You should engage with existing local, national, and international opportunities and/or policy implications for future employment within this field. Your career plan should account for at least five years of career planning (and can be for up to fifteen years). It should include in-text citations and will require you to adhere to CQU Harvard referencing style. Your career plan should specifically include: 1) what your short and long term goals are for your career development (these might be positions, events, or funding opportunities), 2) what specific activities you will undertake in the next 5 - 15 years to achieve these goals, and 3) what skills you need to upgrade to achieve these goals.

## Assessment Due Date

Review/Exam Week Friday (14 June 2019) 11:55 pm AEST

## Return Date to Students

## Weighting

60%

## Assessment Criteria

You will be graded on three criteria: knowledge of unit content and concepts, ability to contextualise knowledge of discipline opportunities, and structure and written expression. See the CRA on Moodle for further information.

## Referencing Style

- [Harvard \(author-date\)](#)

**Submission**

Online

**Learning Outcomes Assessed**

- Investigate and review contemporary issues, knowledge, and industry contexts around arts management and policy
- Analyse and evaluate the role of a creative arts workers and manager within the creative industries
- Operationalise and assess professional skills for working within industry and professional contexts as well as engage with scholarly frameworks
- Report on industry patterns, issues, and funding trends.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility



## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem