

Master of Arts and Entertainment Management

Course Structure

Graduate Certificate in Arts and Entertainment Management		Graduate Diploma in Arts and Entertainment Management		Master in Arts and Entertainment Management	
YEAR 1			YEAR 2		
SP1	SP2	SP3	SP1	SP2	SP3
M5MAEM01: Arts and Ent Management	M5MAEM03: Funding and Financial Management	M5MAEM05: Ethics and Governance	M5MAEM06: Arts Law - Copyright and Contract Law	M5MAEM08: Executive Leadership and Strategic Planning	M5MAEM10: Capstone Research Project
M5MAEM02: Cultural Policy	M5MAEM04: Marketing and Public Relations	Elective	M5MAEM07: Managing Innovation	M5MAEM09: Capstone Project Preparation	

Units of Study

M5MAEM01: Introduction to Arts and Entertainment Management

The Arts and Entertainment Management unit aims to seed the core principles required for high level management and leadership explored throughout this course. This includes an overview of project lifecycles, financial management, marketing, business planning, cultural policy and arts law.

The unit also exposes the student to high level creative thinking and research; preparing the student for the management of innovative projects and organisations of the future.

M5MAEM02: Cultural Policy

This unit will analyse government cultural policy and strategies within the Arts and Entertainment Industry. This includes various art form issues, cultural industries, cultural diplomacy, cultural diversity, arts funding and recent government initiatives.

Students will engage with policy through review, analysis, and interpretation of policy and related government frameworks that apply to the Arts and Entertainment Industry.

Students will learn to research policy and demonstrate high level judgement and implementation of policy within a Literature Review.

M5MAEM03: Funding and Financial Management

This unit aims to develop an advanced and integrated understanding of financial management, and methods for seeking and securing funding for projects in the Arts and Entertainment Industry.

Students will develop the skills to create financial plans, statements and accounting reports, as well as trading budgets and cash flow forecasts. Business structures and the requirements of good corporate governance will also be covered, including risk management. This unit aims to develop an understanding of how financial reports is used to support the business planning and strategy, including the direction of the project or organisation.

This unit will critically analyse fundraising, including government grants, crowdfunding, seed and capital investment, and angel investment, with the aim of applying this knowledge to pitch decks, and funding proposals.

M5MAEM04: Marketing and Public Relations

This unit will critically analyse the current marketing landscape and develop an advanced understanding and application of marketing principles and public relations concepts. Students will develop professional skills in which to design, evaluate and implement complex ideas and concepts to an integrated marketing strategy.

The unit will investigate and evaluate the utilisation of innovation and technology in marketing; including a critical analysis of the start-up and tech-hub culture and their role in providing solutions to the marketing sector. Students will then apply this knowledge to their own creative thinking and professional practice, with a focus on lead changing innovations, globalised strategies, and effective campaigns.

M5MAEM05: Ethics and Governance

This unit covers the principles and practices of good governance, and explores ethical approaches to conducting business. It examines the roles and responsibilities of boards within the creative arts, and discusses the role that ethics plays in their direction. It seeks to understand the broad range of impacts that the governance of arts and creative organisations has upon the organisations themselves, the individuals within those organisations, the local community and the broader cultural context in which they operate. Through discussion of case studies, students will engage in discussion of the challenges of good governance, and examine the multiple perspectives that might be taken.

M5MAEM06: Arts and Law – Copyright Law

This unit provides a broad overview of legal issues relevant to arts and entertainment industry, with critical analysis of Copyright Law and Contractual Law. The study of Copyright Law develops an integrated understanding of the principles of intellectual property. This knowledge will then be applied to a selection of commercial applications, including the implications of the Copyright Act 1968, and subsequent rights that have been introduced, such as moral rights and

performers' copyright. The study of Contractual Law examines the principles of contractual law in the context of the arts and entertainment industry. Practical applications of these principles will include contracts relating to management, agency, sponsorship and the commissioning of network (including both visual arts and music).

Students will apply knowledge and skills to demonstrate autonomy, expert judgement, and adaptability in structuring arts & entertainment ventures and new media, including the use of innovation and technology within music and entertainment, games and on-line creativity, freedom of expression, live performance, working with children and merchandising.

M5MAEM07: Managing Innovation

The unit will analyse the function of innovation and technology in the arts and entertainment industry. The unit will critically analyse key projects, with focus on the project lifecycle, and the outcomes achieved. This will include projects in music consumption, gallery and venue interactives, development and production tools, and marketing. The student will then apply this knowledge to practical outcomes, by demonstrating autonomy, expert judgement, and adaptability required to integrate innovation and technology into the business strategy and planning.

Students will also experience the culture of innovation and technology, by understanding and demonstrating how to create a pitch deck, secure funding, and engage with tech hubs and Start Up community by which to leverage innovation into commercial advantage.

M5MAEM08: Executive Leadership and Strategic Planning

This unit explores effective and positive Leadership and Strategic Planning within the arts and Entertainment industry. Leadership is identified as an ability to motivate, and develop adaptability and innovation within individuals. This will include an analysis of emotional intelligence, and organisational behaviour.

The area of Strategic Planning will explore the process of developing the project or organisation's vision, mission, and objectives, with consideration to resources, timelines and budgets. Students will also learn techniques for undertaking industry and competitor analysis, and effective data reporting.

The unit will also focus on linking innovation and technology with strategic planning. Researching and applying ways technology can improve process, and how innovation can solve short term and long-term problems.

M5MAEM09: Capstone Project Preparation

This unit provides a critical analysis of a specialised field in the arts and entertainment industry, by contextualising and applying previous knowledge and skills obtained in this course and prepare students to begin work on their upcoming research project and thesis.

Students elect their chosen field, and develop specialised knowledge, professional practice, and an advanced understanding of specific disciplines of their chosen field through research, reflection and presentation of these elements to the class with a view to advancing their research focus, design, methodology, literature and any ethical concerns that may need to be addressed.

M5MAEM10: Capstone Research Project

This unit is an accumulation of all concepts and ideas developed throughout the Master of Arts and Entertainment Management degree. The Capstone project enables students to complete either a 9,000-12,000-word minor dissertation on an approved topic, OR the equivalent work as a practical and/or creative outcome with accompanying exegetical writing as approved by the lecturer. This project must demonstrate evidence of:

- Sound research skills,
- Sound project management and execution skills,
- A deep understanding of previous research and investigation in the topic area,
- Employment of appropriate methodology/ies
- The application of critical and/or professional reasoning,
- Sound analytic skills.

The project must demonstrate logically coherent conclusions based on the project and/or its outcomes. This unit aims to provide a foundation for further study and/or entry into a professional environment.

M5MAEM11: Cultivating Creativity

This unit focuses on the planning process for creative collaboration and working to a creative brief. It will examine ways to cultivate and increase artistic creativity, managerial creativity, and innovation, at both personal and organisational levels. Topics examined include individual creativity and the notion of 'flow', the creative power of collaboration and the theory of 'group flow', creativity at a societal level, and artist relations. The unit considers practical issues through an examination of various case studies and includes contributions from industry.