

## 课程详述

### COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 <b>Course Title</b>	艺术产业管理概论 Introduction to Arts Management				
2.	授课院系 <b>Originating Department</b>	艺术中心 Arts Center				
3.	课程编号 <b>Course Code</b>	GEM049				
4.	课程学分 <b>Credit Value</b>	2				
5.	课程类别 <b>Course Type</b>	通识选修课程 General Education (GE) Elective Courses				
6.	授课学期 <b>Semester</b>	春季 Spring / 秋季 Fall				
7.	授课语言 <b>Teaching Language</b>	英语 English				
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） <b>Instructor(s), Affiliation &amp; Contact</b> (For team teaching, please list all instructors)	王雨薇 YUWEI WANG				
9.	实验员/助教、所属学系、联系方式 <b>Tutor/TA(s), Contact</b>	无 NA				
10.	选课人数限额(可不填) <b>Maximum Enrolment (Optional)</b>					
11.	授课方式 <b>Delivery Method</b>	讲授 <b>Lectures</b>	习题/辅导/讨论 <b>Tutorials</b>	实验/实习/实践 <b>Lab/Practical</b>	其它(请具体注明) <b>Other (Please specify)</b>	总学时 <b>Total</b>
	学时数	32				32

**Credit Hours**

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<b>12.</b>	先修课程、其它学习要求 <b>Pre-requisites or Other Academic Requirements</b>	无
<b>13.</b>	后续课程、其它学习规划 <b>Courses for which this course is a pre-requisite</b>	无
<b>14.</b>	其它要求修读本课程的学系 <b>Cross-listing Dept.</b>	无

**教学大纲及教学日历 SYLLABUS**

**15. 教学目标 Course Objectives**

This course, Introduction to Arts Management, is aimed at offering new insights and possibilities for managers in different art area, especially performing and visual arts. Besides understanding management concepts and practices in arts, students will be exposed to higher level thinking, such as improving the current arts ecology and exploring new ways and processes in managing arts.

本课程“艺术管理概论”旨在为不同艺术领域（尤其是表演和视觉艺术）的管理人员提供新见解和可能性。除了了解艺术的管理概念和实践之外，学生还将接受更高层次的思考，例如改善当前的艺术生态以及探索艺术管理的新方法和过程。

**16. 预达学习成果 Learning Outcomes**

1. In terms of knowledge acquisition, students are expected to understand how policies on culture is shaped and their impacts on the development of society in terms of the make-up of our regional, national and global orders.
  2. Apply management concepts and practices to day-to-day work of performing and visual arts managers.
  3. Compare and contrast the arts ecologies of different cities/nations.
  4. Reflect upon and create entrepreneurial approaches in developing strategic plans, marketing plans, and audience development/ engagement plans for arts organizations.
- 1.在知识获取方面，希望学生从区域，国家和全球秩序的构成方面了解文化政策的形成方式及其对社会发展的影响。
  2. 了解表演和视觉工作艺术经理日常工作中的管理理念和实践活动。
  - 3.比较和对比不同城市/国家的艺术生态。
  - 4.在制定艺术组织的战略计划，营销计划和受众发展/参与计划时反思并创建企业家方法。

**17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）**

**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

Class Schedule 教学日历

**PART ONE –ART DEVELOPMENT AND POLICY (8 credit hours)**

**第一部分-艺术的政策与发展 (8学时)**

1.COURSE INTRODUCTION/ LET’S TALK ABOUT ART AND ITS MANAGEMENT (2 credit hours)

课程介绍 / 来一起讨论一下艺术和艺术管理吧! (2学时)

2.THE HISTORICAL DEVELOPMENT OF ART ORGANIZATIONS(2 credit hours)

艺术机构的历史发展 (2学时)

3.CULTURE AND CULTURAL POLICIES (OVERSEAS) (2 credit hours)

文化与文化政策 (海外) (2学时)

4.CULTURE AND CULTURAL POLICIES (CHINA) (2 credit hours)

文化与文化政策 (中国) (2学时)

**PART TWO –SELF-PORTRAIT OF THE ARTS MANAGER (18 credit hours)**

**第二部分-艺术管理者自画像 (18学时)**

1.PERFORMING ART GROUPS/INSTITUTIONS AND THEIR PROJECTS(2 credit hours)

表演艺术团体 / 机构与他们的项目 (2 学时)

2.THEATER STAGE MANAGEMENT (2 credit hours)

剧场舞台管理 (2 学时)

3.VISUAL ART GROUPS/INSTITUTIONS AND THEIR PROJECTS (2 credit hours)

视觉艺术团体 / 机构与他们的项目 (2学时)

4.CURATING AND EXHIBITION DESIGN (2 credit hours)

策展与展览设计 (2学时)

5.BUDGETS AND FUNDRAISING (2 credit hours)

预算与资金筹措 (2学时)

6. MARKETING AND PARTNERSHIPS (2 credit hours)

市场营销和合作关系 (2学时)

7. AUDIENCE DEVELOPMENT AND ART EDUCATION (2 credit hours)

观众拓展 (2 学时)

8. LOCAL ART ORGANIZATION ASSESSMENT (PERFORMING ART) (2 credit hours)

本地艺术组织评估(表演艺术组) (2学时)

9.LOCAL ART ORGANIZATION ASSESSMENT (VISUAL ART) (2 credit hours)

本地艺术组织评估(视觉艺术组) (2学时)

**PART THREE -CASE STUDY (6 credit hours)**

**第三部分-案例研究 (6学时)**

1.WUZHEN THEATRE FESTIVAL (2 credit hours)

乌镇戏剧节 (2学时)

2.WELSH NATIONAL OPERA (2 credit hours)

英国威尔士国家歌剧院 (2学时)

3.A SPECIAL ART GROUP: TEAMLAB (2 credit hours)

一个特别的艺术团体: Teamlab (2学时)

18. 教材及其它参考资料 Textbook and Supplementary Readings

参考书目:

- 1.梁丽珍主编, 格物致知: 实论艺术管理, 花城出版社, 2017
- 2.汉斯·乌尔里希·奥布里斯特著, 策展简史, 金城出版社, 2013
- 3.杨大经著, 音乐和表演艺术管理, 上海音乐学院出版社, 2003
- 4.亚德里安·乔治著, 策展人工作指南, 典藏艺术家庭股份有限公司, 2017
- 5.戴国良著, 图解管理学, 五南图书出版公司, 2018
- 6.威廉·毕尼斯著, 艺术管理这一行第四版, 焦点出版社, 2009

**Reference books:**

1. Edited by Liang Lizhen(2017). *Inquiring: Practice of Arts Management*. Flower City Press.
2. Hans Ulrich Obrist (2013). *A Brief History of Curating*. Gold Wall Press.
3. Yang Dajing (2003). *Management of Music and Performance Art*.Shanghai Academy of Music Press.
4. Adrian George (2017). *The Curator's Handbook*. Art & Collection Group.
5. Dai Guoliang (2018). *Tu Jie Guan Li Xue*. Wu-Nan Book Inc.,.
6. William J. Byrnes (2009), *Manafement and the Arts 4<sup>th</sup> Edition*. Focal Press.

**课程评估 ASSESSMENT**

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		20%		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments		50%		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation		30%		
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

A. 十三级等级制 Letter Grading  
 B. 二级记分制（通过/不通过） Pass/Fail Grading

**课程审批 REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过  
This Course has been approved by the following person or committee of authority