

School / Faculty: Faculty of Education and Arts

Course Title: CULTURAL LEADERSHIP AND MANAGEMENT 3

Course ID: ACALM2003

Credit Points: 15.00

Prerequisite(s): (ACALM1002)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100103

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Establish an ethical frameworks around how creative works are conceived, produced, managed, marketed and evaluated in communities
- K2.** Develop understanding of principles of small business and project management, including marketing, timelines, and the dynamics of sponsorships and partnerships
- K3.** Achieve an overview of the dynamics of the creative process in relation to community engagement
- K4.** Understand roles of a range of personnel in in cultural production and management
- K5.** Understand the application of IT, web-based and small screen technologies in the management of cultural projects.

Skills:

- S1.** Appraise business processes and strategies for application in creative projects in communities
- S2.** Develop skills to enable effective teamwork
- S3.** Apply basic principles of EXCEL and Microsoft ACCESS to marketing strategies and timelines
- S4.** Apply appropriate evaluation tools to creative enterprises.

Application of knowledge and skills:

Course Outline (Higher Education)

ACALM2003 CULTURAL LEADERSHIP AND MANAGEMENT 3

- A1.** Develop processes and models to plan, produce and evaluate marketing and social media strategies for creative projects
- A2.** Undertake peer to peer review of draft-in-progress work
- A3.** Produce a project proposal that addresses marketing rationale and timeline, including stakeholder management, partnerships and networks
- A4.** Undertake critical and reflective review on Work Integrated Learning experience.

Course Content:

Topics may include:

- At least 20 hours of WIL experience (as volunteer or participant in existing community project) in fields of art and culture in the community
- Evaluation of WIL experience
- Environmental analysis applied to nominated creative enterprise, including consideration of changing technological landscapes, particularly relating to web-based social media and small screen technologies
- The role of marketing, social media in organisations
- Identification of stakeholders, and the development and maintaining of networks and partnerships
- Development and practice of modes of professional writing, alongside further development practical web-based and IT skills that support community arts practice
- Aligning organisational values and strategies.

Values and Graduate Attributes:

Values:

- V1.** Appreciate and respect diverse approaches and values within contemporary arts practices
- V2.** Understand regulatory frameworks and their functions
- V3.** Value the importance of initiative, enthusiasm and commitment
- V4.** Respect and practise professional and responsible behaviour in the production and management of creative arts practices
- V5.** Promote the importance of attention to detail in arts practices and management
- V6.** Develop a willingness to explore and take creative risks
- V7.** Develop ethical and socially engaged frameworks for applied creative art practice.

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students develop their abilities to apply sound principles of project management and production to creative arts practices and diverse community sites	Medium
Critical, creative and enquiring learners	Students develop skills in independent research analysis and management within applied models of creative arts practice	High

Course Outline (Higher Education)

ACALM2003 CULTURAL LEADERSHIP AND MANAGEMENT 3

Attribute	Brief Description	Focus
Capable, flexible and work ready	Students engage with and develop capabilities in management skills, leadership models, and modes of production in creative arts practice	Medium
Responsible, ethical and engaged citizens	Students develop their understanding of ethical and professional codes and practices in diverse fields of creative arts	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, A2, K5, S3, A3	Develop a marketing business plan for a creative enterprise building on week by week tasks. This is to be completed as a group task	Group report with presentation	40-60%
K4, S2, S4, A1	Minimum 20 hours WIL experience as volunteer or participant in existing program, with host evaluation	Hurdle S/U	
K4, S4, K3, A4	Summative personal reflection or journal	Essay/journal	30-50%
K1, S1, S2	Participation	Participation	5-10%

Adopted Reference Style:

Chicago