

MODULE/COURSE HANDBOOK

Art Management						
Module/ Course Title		Student Workload	Credits (ECTS)	Semester	Frequency	Duration
Art Management		2 Credits x 16 meetings x 170 / 60 = 90, 6 hours/Semester	2 Credits x 1.59 = 3,18 ECTS	4	16 meetings (include Mid-term Exam and Final Exam)	16 meetings
1	Type of course • Experience		Contact hours 50/170 x 28,55 x (2 Credits x 1.59) = 26,70 Structured Assignment 60/170 x 28,55 x (2 Credits x 1.59) = 32,04		Independent study 60/170 x 28,55 x (2 Credits x 1.59) = 32,04	Class size 30 students
2	Prerequisites for participation (if applicable)					
3	Learning Outcomes (PLO+CLO) PLO 8 Capable of producing original and innovative works and effectively presenting them in a variety of forums, both independently and in collaboration. PLO 9 Capable of designing, implementing, and developing artistic skills to produce innovative works, media, and learning resources for educational and entrepreneurial purposes. CLO 1 Students are able to work collaboratively in managing art projects by applying managerial principles and professional ethics. CLO 2 Students are able to design arts programs or activities systematically by considering managerial, creative, and sustainable aspects.					
4	Subject aims/content This course equips students with an understanding of fine arts networks and management, including production, distribution, and consumption of art at national and international levels. Students will study fine arts infrastructure, the role of art spaces (museums, galleries, auction houses), art activities (exhibitions, biennales, triennales, residencies), and important actors such as curators, art critics, media, dealers, and art collectors. In addition, students will understand legal aspects such as Intellectual Property Rights (IPR), marketing strategies, and financial management of fine arts in the digital era. This course also teaches management strategies in building networks in the field of fine arts education and designing and implementing creative industry-based fine arts learning. Students are expected to be able to analyze the dynamics of the art market, develop digital marketing strategies, and develop critical thinking about innovation and technology in the fine arts industry, so that they can contribute to a sustainable arts ecosystem.					
5	Teaching methods Interactive lecture, project-based learning , role plays and simulations Interactive lecture, direct instruction, problem-based learning , Presentation Interactive lecture problem-based learning -Paper Writing and Presentation					

6	Assessment methods Project assessment, portfolios of students work, written test, quiz
7	This module is used in the following study program/s as well Undergraduate program
8	Module Coordinator Muchlis Arif, S.Sn., M.Sn. Utari Anggita Shanti, M.Pd. Kartika Herlina Candraning Shiam, S.Pd., M.Pd.
9	Reference Major 1. Anas, M., Judijanto, L., Rukmana, A. Y., Widyana, S. F., Sudarmi, S., & Lishobrina, L. F. (2025). <i>Manajemen Kreatif: Seni Mengelola Organisasi Berdaya Saing dan Kompeten Menuju Tantangan Era Society 5.0</i>. PT. Sonpedia Publishing Indonesia. 2. Rany, M. O. (2025). Manajemen Seni Pertunjukan “Prodigy Student Performance” oleh Prodigy Music Academy. <i>Repertoar Journal</i>, 5(2), 179-192. 3. Bil Qisthi, S. (2025). <i>Pameran Visual dan Arsip “All Hail Harry!” sebagai Apresiasi Terhadap Karya-Karya Harry Roesli di Lokananta Gallery</i> (Doctoral dissertation, ISI YOGYAKARTA). 4. Prananingrum, P. Y., Sustiwati, N. L., & Mawan, I. G. (2024). MANAJEMEN SENI DI SANGGAR GRIYA MUSIKA SUKAWATI. <i>Jurnal Pendidikan Multidisipliner</i>, 7(12). 5. Jefrizal, J., Ridwan, R., & Afriadi, D. (2021). Pelatihan Manajemen Seni Pertunjukan kepada Komunitas Seni Kesara. <i>BIDIK: Jurnal Pengabdian Kepada Masyarakat</i>, 2(1), 43-47. 6. Anas, M., Judijanto, L., Rukmana, A. Y., Widyana, S. F., Sudarmi, S., & Lishobrina, L. F. (2025). <i>Manajemen Kreatif: Seni Mengelola Organisasi Berdaya Saing dan Kompeten Menuju Tantangan Era Society 5.0</i>. PT. Sonpedia Publishing Indonesia. 7. Colbert, F. (2009). Beyond Branding: Contemporary Marketing Challenges for Arts Organizations. <i>International Journal of Arts Management</i>, 12(1), 14–20. http://www.jstor.org/stable/41065005 8. Daigle, P., & Rouleau, L. (2010). Strategic Plans in Arts Organizations: A Tool of Compromise Between Artistic and Managerial Values. <i>International Journal of Arts Management</i>, 12(3), 13–30. http://www.jstor.org/stable/41065025 9. Kirchner, T. A., & Rentschler, R. (2015). External Impact of Arts Management Research: An Extended Analysis. <i>International Journal of Arts Management</i>, 17(3), 46–67. http://www.jstor.org/stable/24587170 10. Pusa, S., & Uusitalo, L. (2014). Creating Brand Identity in Art Museums: A Case Study. <i>International Journal of Arts Management</i>, 17(1), 18–30. http://www.jstor.org/stable/24587225 11. Radbourne, J., Johanson, K., Glow, H., & White, T. (2009). The Audience Experience: Measuring Quality in the Performing Arts. <i>International Journal of Arts Management</i>, 11(3), 16–29. http://www.jstor.org/stable/41064995 12. Anabelle Ruston. 2005. <i>Artist’s Guide to Selling Work</i>. A & C Black Publishers. 13. Byrnes, William J, <i>Management and the Arts</i>, Focal Press, Boston, London. 14. Heather Darcy Bhandari, Jonathan Melber. 2014. <i>Art/Work: Everything You Need to Know (and Do) as You Pursue Your Art Career</i>. Simon & Schuster. 15. Kotler, Philip, Kevin Lane Keller, 2008, <i>Manajemen Pemasaran</i>, Indeks, Jakarta 16. Madjadikara, Agus S, 2004, <i>Bagaimana Biro Iklan Memproduksi Iklan</i>, Gramedia Utama, Jakarta 17. Meg Brindle. 2011. <i>The Arts Management Handbook: New Directions for Students and Practitioners</i>. Routledge. Minor

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| | <ol style="list-style-type: none">1. Priyono, 1983, Tata Laksana Proyek, Andi Offset, Yogyakarta2. Robbins, Stephen, R and Coulter Mary, 2005, Management, Perason Prentice Hall, Singapore.3. Trisnanto, Adhy, 2007, Cerdas Beriklan, Galangpress, Yogyakarta4. William James Byrnes. 2008. Management and the Arts. Focal Press.5. Winardi, J, 2007, Manajemen Perilaku Organisasi, Pranada Media Group, Jakarta |
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Link

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| | <ol style="list-style-type: none">1. https://www.youtube.com/watch?v=dTyhU5iilfs2. https://www.youtube.com/watch?v=DFMcJjGqwIE3. https://www.youtube.com/watch?v=q4L5LbOrnJY |
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