

COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

Medium of Instruction: All courses are taught in Mandarin

教學語言: 所有科目均以中文(普通話)授課

ATB501 Cross-cultural Management (3 credits)

This course prepares students with an understanding of the challenges for managing in a global world. It not only aims at providing students with the potential value differences between people from diverse societies, but also tries to help students to understand the implications of various approaches for cross-cultural management issues. Through the course, students are expected to improve their understanding of the impact of Chinese thoughts and values on management practices, both within Chinese culture and in cross-cultural contexts, and thus will be equipped with relevant competence and understanding to handle such cultural issues in their future career.

ATB502 History of Chinese and Western Art (3 credits)

This course introduces students systematically to the development of Chinese and Western art and representative thoughts, trends, styles, artists, and artworks of different historical periods. The course provides a detailed interpretation and explanation of the various stages of development of Chinese and Western arts and their aesthetic characteristics while paying attention to the comparison of Chinese and Western art, especially how Chinese art received Western art influences in the 20th century.

ATB503 Accounting and Finance for Arts Industry (3 credits)

This course introduces the fundamental accounting and finance principles, the underlying concepts and practices in an art business decision-making environment to the students. The course focuses on the ways in which accounting and financial information are used to improve the quality of decision-making. Throughout the learning, company reports especially for those of art organisations, will be used to illustrate accounting and finance as valuable tools for non-specialists such as art practitioners.

ATB504 The Integration of Arts and Sciences (3 credits)

This course mainly describes the basic theory, development process and frontier trend of information art and design through a large number of video materials and literature reading. Related contents include the theory basis of information of art and design, design method and procedure and typical case analysis, etc., its an interdisciplinary perspective, through specific creative design practice to explore a broad discipline under the background of some basic problems of understanding and the understanding on human society, which formed at the macroscopic level of discipline development tendency for sure.

ATB505 Design Thinking and Creativity (3 credits)

Why did Elon Musk think of the Hyperloop? Can a space ladder become a reality? How did the Airbnb business model come about? We can attribute all of this to design thinking-triggered

outcomes. As the core of innovative thinking, design thinking has received increasing attention internationally in recent years. Its unique thinking mode combines rational thinking with perceptual imagination, opens up a unique perspective and vision in the process of business innovation, and is very useful in today's complex technological and social environment and social needs of Internet technology transformation land. This course explores the methods and tools of design thinking and its application from an interdisciplinary perspective, trains students' imagination, innovation and teamwork ability through case analysis and course exchange, expands relevant knowledge structures through courses, and breaks through traditional thinking modes, which lays the foundation for future business innovation.

ATB506 Art Finance and Technology (3 credits)

This course introduces students to the basic concepts of finance theories, art business circles, and relevant technologies, emphasising the mindsets and attitudes towards adapting to the fast-growing industry. Art and finance is a growing and innovative industry that deserves our full attention. Students will learn various finance and economics concepts, such as demand and supply, risk and return, and portfolio theory, that are crucial in arts management. This course will also discuss how the interconnection of art businesses and finance is related to sustainability and philanthropy and enables a better society. Students will learn concepts of financial technology and art technology such as blockchain and non-fungible tokens. Centred around a mixture of theoretical investigation as well as case studies of real-world examples, students will develop skills in taking action to integrate art and finance concepts and interact with business experts.

ATB507 Interactive Arts and Technology (3 credits)

This course introduces students to the various ways in which technology can be utilized in the arts, design, and cultural sectors. No previous technological background is required: students will learn simple application of existing and mature technology to think about how these can be implemented to revitalize cultural heritage, enhance interest and visibility of arts and culture, bring about new forms of interaction in relation to the creative sector, and more. The course will be a combination of lectures on various technologies and how they pertain to arts and culture, as well as workshops where students have a chance to familiarize themselves with some of the technical and design aspect of these technologies.

ATB531 Law in Arts and Intellectual Property (3 credits)

This course introduces students to the fundamental concepts, legal principles and rules of legal aspects and intellectual property in arts area. Topics include contract law (e.g. legal issues involved in the sale of artwork, collections, operations of museums etc.), relevant intellectual property (IP) laws and regulations in arts (e.g. patent right for designs, copyrights, trademarks etc.), the characteristics of modern business associations, namely, sole proprietorship, partnership and companies and the formation and administration of them, and regulatory rules in arts area such as art smuggling and anti-money laundering procedures, import and export, international conventions related to artworks etc. Throughout this course, students will be expected to actively participate in class discussions including cases analysis and other class activities, so as to gain an overall understanding of the legal framework in arts and intellectual property.

ATB532 Strategic Innovation and Entrepreneurship for Arts Industry (3 credits)

The arts and cultural management professionals of every category should understand and practice many of the business strategies and operational functions of other businesses. Strategic planning, innovation of different solutions, promotion, advertising and sales methods, and financial management structure are essential. They should also gain the knowledge of determining the market trends, sales channels and resources requirements. Knowing who are the key stakeholders, how to reach customers, and what incites customers to buy are also key art business strategies necessary for success.

The course is designed to familiarising students at the postgraduate level with contemporary and essential concepts in strategic innovation management and entrepreneurship. Students are expected to integrate and apply their prior learning to strategic plan development of an innovative or new arts business venture. This course also provides postgraduate students with principles for understanding, diagnosing and implementing organisational change and innovation across the arts and cultural category. This includes the examination of the strategic role of entrepreneurial leadership in creating business climates suitable for the implementation of arts and cultural business innovation and change strategies.

ATB533 Big Data and Art Market (3 credits)

In the age of Big Data, data analytics increasingly plays an important role in business decision making. Big data analytics improves the quality of decision making by helping firms better understand their customers and competitors. This course introduces students to state-of-the-art big data analytics to generate business insights, demonstrates how to practically apply these analytical skills to real-world business decisions, and provides the skills needed to make intelligent use of data in making recommendations and decision making. These skills are learned through a combination of lectures, assignments, in-class exercises, and project with real data.

ATB534 Project Management for Arts Organisations (3 credits)

The course is designed for professionals in art management and art market-related fields. This course will be developed from two directions: theory and case study. The theoretical direction will focus on the delineation of the art history related to the art institutions, art management, and systems. History is a mirror that reflects the vicissitude of life that will help students understand the evolution and development of the art industry. Due to the regional characteristics of art management, the interaction of art management with local policies and regulations, culture, and the market will be different. The case study direction will equip the students with a solid understanding of the complete process of art project management in practice. The course will also provide comprehensive knowledge in multiple aspects such as visual design, exhibition curation, exhibition implementation, academic seminars, media strategy, and marketing. Through the study of this course, students will gain an overall grasp of the development and evolution of the art system, which will also be of great help in the successful planning and execution of art project management.

ATB535 Art & Technology: From AI to NFTs (3 credits)

This course introduces students systematically to new technologies that continue to impact the production, consumption, and transaction of cultural objects. From artificial intelligence (AI)

to non-fungible tokens (NFTs) to the metaverse, the rules of engagement are being radically redefined as we speak. This course charts the changing reality of contemporary digital culture by considering these new aesthetics in relation to more familiar histories of art.

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