MODULE DESCRIPTOR

TITLE	Arts and Entertainment Industry Sector
SI MODULE CODE	44-4933-00L
CREDITS	20
LEVEL	4
JACS CODE	N820
SUBJECT GROUP	Events Management
DEPARTMENT	Service Sector Management
MODULE LEADER	John Perry

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

To introduce students to the: structure, terminology, venues/facilities, operations and audiences within the arts sector.

MODULE LEARNING OUTCOMES
By engaging successfully with this module a student will be able to

• Explain the structures and identify arts organisations from the public, private and third sector.
• Identify the contexts within which the UK arts sector operates.
• Show knowledge of current practice and terminology used in the arts sector.
• Investigate the application of generic management skills used in the arts sector.
• Understand the influences and motivations of art audiences/participants.
• Communicate an evaluation of their own experience of the arts
• Understand the importance of creativity within the management of the arts

INDICATIVE CONTENT

Audiences and participation
Arts structures (Central and Local Government - Commercial and Voluntary)
The Arts and Entertainment Dichotomy
The contemporary setting of the arts
The arts in society
The Professional and Amateur Continuum
Arts Programming
Agents and Promoters: contracts and commissions
Arts legislation
Creativity and the arts

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

Lectures will introduce the key concepts and underpinned by the theoretical approaches. Within the seminars students will examine the underlying principles, theories and concepts in greater depth through discussion groups, presentations, site visits and workshop activities.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Essay	CW	40	1500	Y
2	Creative Art Exhibit/Event	CW	60	2500 equivalent	N

FEEDBACK
Students will receive feedback on their performance in the following ways

Students will receive regular formative feedback on the draft essay and the development of the art exhibit/event throughout the semester, by the tutor and also through peer reviewing. Summative feedback will be given on the essay and the art exhibit/event.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Hill, L. O'Sullivan, C & O'Sullivan, T. (2003) Creative Arts Marketing, Butterworth Heinemann
Hughes, H. (2000) Arts Entertainments and Tourism, Butterworth Heinemann
Getz, D (2007) Event Studies, Butterworth Heinemann pages 156 - 159
Walmsley, B (2011) Key Issues in the Arts and Entertainment Industry, Goodfellow
Brynes, W (2008) Management and the Arts, Focal Press
Kotler,P and Scheff,J (1997) Standing Room Only, HBS Press
Supplementary and Alternative Texts
Harland, J & Kinder, K (1999) Crossing the Line, Calouste Gulbenkian Foundation
Hutchison, R & Feist, A (1991) Amateur Arts in the UK, Policy Studies Institute`
Smiers, J (2003) Arts Under Pressure, Zedbooks
Carey, J (2005) What Good Are the Arts, Faber and Faber
Du Gay, P (1997) Production of Culture/Cultures of Production, Sage
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Industry publications below may be of interest
Arts Professional
The Stage
The Guardian Newspaper
The Telegraph Newspaper
Internet sources – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
http://www.artscouncil.org.uk/
http://www.sheffield.gov.uk/index.asp?pgid=1912
http://www.voluntaryarts.org/

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	**09/2013**

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	09/2013	05/2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module <u>cannot</u> include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	