

EMT223 Venue Management in Performing Arts Spaces

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

EMT223 Venue Management in Performing Arts Spaces aims to provide students the foundations necessary to understand how to plan, support and manage performing arts spaces. The course covers areas such as strategic planning, programme planning, venue sales, managing operational resources and facilities management. In addition, students will be provided with an overview of the local arts industry.

Topics:

- Overview of the Performing Arts industry in Singapore
- Commercial Business/Funding Model
- Grant, Sponsorships, and Governance
- Security Management
- Building Services and Engineering
- Types and Purposes of Performing Arts Venues
- Venue Sales and Hire
- Performing Space Operations (Production)
- Front of House Operations (CX)
- Customer Experience
- Box Office Management (Ticketing)
- Post-production Management

Textbooks:

Nolan, Emma: Working with Venues for Events: A Practical Guide 1st ed Routledge
ISBN-13: 9781315671826

Learning Outcome:

- Describe and recognise a performing arts space
- Analyse the performing arts industry in Singapore
- Categorise and manage resources necessary for performances
- Operate a performing arts facility
- Schedule events within performing arts venues
- Develop a business model for performing arts venues

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	10
	TUTOR-MARKED ASSIGNMENT 2	14
Overall Examinable Components	Written Exam	70
Total		100