

## 103-2 大葉大學 選課版課綱

基本資料			
課程名稱	藝術行政與管理專題	科目序號/代號	2997 /DAR5126
必選修/學分數	選修 /3	上課時段/地點	(三)678 /G108
授課語言別	中文	成績型態	數字
任課教師 / 專兼任別	趙美媛 / 專任	畢業班/非畢業班	
學制/系所/年班	研究所碩士班 / 設計暨藝術學院碩士班 / 1年1班		

### 課程簡介與目標

Range of arts administration and management can and national cultural policy development, administrative operations of international cultural exchanges and cooperation at all levels of governmental organizations, civil society organizations and arts performances institutions, individual artists works published management, which depending on the nature of the business from the bottom up, from the communication and coordination inside out to convey the way, have established norms refer to follow. This course is to introduce this specialized field of simulation deduction, to guide students in the theory and practice drills, flexible use what they have learned.







### 課程大綱

The course dealt with major arts administration concepts, including government policies, programs development, financial economics, marketing, journalism and communications, media relations, audience demand, network strategy and so on.

### 基本能力或先修課程

No

### 課程與系所基本素養及核心能力之關連

-  專業理論與實務兼備能力
-  論述、管理與執行能力
-  創新及解決問題能力
-  跨域整合能力
-  國際移動力
-  持續學習力

