CULS5320A Special Topics in Cultural Management
CULTURE, CREATIVITY, AND MANAGEMENT
Master of Arts in Cultural Management
Chinese University of Hong Kong
Term 1, AY2019/20

Instructor: Benny LIM / bennylim@cuhk.edu.hk
Every Monday; 6.45pm to 9.30pm, ARC G02

The course is taught in English
(Group discussions in Cantonese and Putonghua allowed provided everyone can understand)

Course Information and Learning Outcomes

Special Topics in Cultural Management focuses on topics not covered in the regular courses of the MA in Cultural Management programme. As the world becomes increasingly focused on the potential of the creative industries, there is a growing demand for managers to initiate and undertake diversified cultural projects, combining creativity and innovation alongside the wisdom of local communities, and their existing cultural resources. It should also be noted that a growing number of cultural projects are developed by non-cultural institutions/organizations. With a regional focus on East and Southeast Asia, this course (Culture, Creativity, and Management) is divided into 3 main sections – Creative Industries and Design Management, Cultural Heritage and Tourism, and Postmodern Culture. Apart from critical discourse on the various topics, students are also expected to conceptualize, and develop creative projects that benefit communities and societies.
At the end of course, students will be able to
- Critically evaluate the concepts delimiting creative industries, design thinking, cultural heritage, cultural tourism, and postmodern arts and culture;
- Research, develop, and critically evaluate original IPs that reflect local culture
- Research, design, and critically evaluate sustainable cultural tourism projects that reflect local culture

Class Schedule and Topics

PART ONE: CREATIVE INDUSTRIES AND DESIGN MANAGEMENT

2nd September 2019
Week 1: Course Introduction / Creative Industries – An Overview
Trigger:

9th September 2019
Week 2: Creativity, Innovation, and Design Thinking
Trigger:

16th September 2019
Week 3: Design, Designers, and Designprenuers
Trigger:

23rd September 2019
Week 4: Project Discussion: Creative Industries and Design Management
Discussions-based Lesson

PART TWO: CULTURAL HERITAGE AND TOURISM

30th September 2019
Week 5: Cultural Heritage and Conservation – A Critical Overview
Trigger:
7th October 2019
Week 6: **NO CLASS; PUBLIC HOLIDAY**

14th October 2019
Week 7: **Cultural Heritage and Conservation – Case Studies**
*Trigger:*

21st October 2019
Week 8: **Sustainable Cultural Tourism**
*Trigger:*
- [https://en.tempo.co/read/1198645/info-tempo-this-is-why-travelers-keep-coming-back-to-thailand](https://en.tempo.co/read/1198645/info-tempo-this-is-why-travelers-keep-coming-back-to-thailand)

28th October 2019
Week 9: **Digitalizing Memories**
*Trigger:*
- [https://www.scmp.com/comment/insight-opinion/article/3008875/tourism-changing-age-social-media](https://www.scmp.com/comment/insight-opinion/article/3008875/tourism-changing-age-social-media)

4th November 2019
Week 10: **Project Discussion: Cultural Heritage and Tourism**
*Discussions-based Lesson*

**PART THREE: POSTMODERN CULTURE**

11th November 2019
Week 11: **The Postmodern Condition – A Critical Overview**
*Trigger:*
- [https://bigthink.com/culture-religion/is-postmodernism-really-anti-science](https://bigthink.com/culture-religion/is-postmodernism-really-anti-science)
- [https://www.thedailybeast.com/frieze-art-fair-the-super-rich-go-shopping-for-art-including-dick-pics](https://www.thedailybeast.com/frieze-art-fair-the-super-rich-go-shopping-for-art-including-dick-pics)

18th November 2017
Week 12: **Postmodern Aesthetics**
*Trigger:*
- [https://www.wired.com/story/why-all-travel-photos-are-the-same/](https://www.wired.com/story/why-all-travel-photos-are-the-same/)
25th November 2017
Week 13: Excursion – The Shopping Mall Experiment

TBC
Week 14: Project Showcase

Additional excursions will be held on weekends (or even weekdays).
The final project showcase will be held on a weekend (probably 30th November or 6th December 2019)

Course Assessments

Attendance and Class/Group Participation (20%)
Throughout the course, there are several discussions and class projects. Students are required to document the outcomes of the discussions on the discussion board (Blackboard).

Projects (50%)
Each student is required to work on two projects.

Project One:
In small groups (no more than 4), students are required to put together a proposal for a viable IP derived from research into a local or regional community/culture. Students are required to document the research process, and highlight the decision making process in the proposed IP.

Project Two:
In small groups (no more than 4), students are required to put together a proposal for a cultural tour derived from research into a community or culture in Hong Kong. Students are required to document the research process, and highlight the decision making process in the proposed tour. Visuals of the proposed tour should also be documented.

The projects will be showcased via an exhibition either on the 30th November or 6th December 2019. Students are required to manage and organize the exhibition – marketing, setup, and audience building.

Note: Each project is assigned 20%. The showcase (including the organization) will carry a further 10%.

Review Essays (30%)
From the perspective of a cultural mediator, EACH student is required to submit two essays to critically review their projects.

Each essay should be around 1000 words in English (1800 words in Chinese). Students can submit the essays onto Veriguide before 2359hrs of the 15th December 2019. Signed Veriguide forms should be emailed to the instructor.
Core Readings


Additional Readings will be uploaded onto Blackboard

Note to students

Honesty in Academic Work: A Guide for Students and Teachers

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: [http://veriguide1.cse.cuhk.edu.hk/portal/plagiarism_detection/index.jsp](http://veriguide1.cse.cuhk.edu.hk/portal/plagiarism_detection/index.jsp)
Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism

Section 2 Proper use of source material

Section 3 Citation styles

Section 4 Plagiarism and copyright violation

Section 5 CUHK regulations on honesty in academic work

Section 6 CUHK disciplinary guidelines and procedures

Section 7 Guide for teachers and departments

Section 8 Recommended material to be included in course outlines

Section 9 Electronic submission of assignments via VeriGuide

Section 10 Declaration to be included in assignments