

AMCC5330 Syllabus

Art Administration and Art Business in the New Era (Fall 2025/2026 Semester)

Course code:	AMCC5330
Course title:	Art Administration and Art Business in the New Era
Abbreviated title:	Art Business
Course instructor:	Dr. Daniel Chun
Credit:	3-Credit
Classroom:	L1 Rm 6602 & L2 Rm 6555
Class quota:	35
Grading requirement:	Letter grades

Course Description

The course will teach students all-round knowledge about arts management and art business, with a focus on the opportunities and challenges brought by recent advancements in digital technologies. The course will inform students of the evolution of arts organizations and development of the field of arts management. The functions of such organizations in modern societies and their organizational structure will be examined. Students will also acquire practical knowledge and skills for the management of human resources, operation and financial matters in art business through case studies. As revenue generation is essential for the sustainability of art organizations and business nowadays, students will also learn about the strategies of marketing and audience building in the art fields. The course also includes specially curated field visits to art events, museums, and cultural spaces.

Teaching and Learning Activities

This 13-week course features interactive sessions that blend face-to-face lectures with insights from well-known leaders and industry organisations on art management and art administration. The student will also work together on a chosen case study as a group project.

Lecture	21 hours (7 lectures)
Guest Speaker / Talk:	6 hours (3-4 guest speaker talks)
Case Study:	12 hours (4 workshops/site visits)
Expected self-study :	81 hours
Total Learning Hours :	120 hours

Guidelines for the Use of Generative-AI

You are encouraged to use generative-AI tools to help you conduct your own research or for brainstorming purposes. However, any form of written literary work to be submitted as an assessment task should be completed by yourself. For some assessment tasks, students will be asked to submit turn-it-in report as well as to include a self-declaration statement confirming whether they have or have not used any Generative AI tools in completing any part of the assessment tasks or assignments.

Academic Integrity

You are expected to uphold the [HKUST Academic Honor Code](#) and show the highest level of integrity in your work. Plagiarism – copying other people’s work without proper citation or any other form of academic dishonesty is strictly prohibited. Please check the academic integrity website for more information on how to avoid plagiarism.

Course Intended Learning Outcomes

On successful completion of the course, students will be able to:

CILO 1	Demonstrate an understanding of the essential concepts and practice of art administration and art business.
CILO 2	Analyze strategies of the management of different types of art organizations regarding human resources, venue operation, budgeting and revenue generation.
CILO 3	Apply the knowledge of operation, financing and marketing of art organizations to a case study and report on their findings.
CILO 4	Understand the legal aspects of the art business, including contracts, copyright issues, provenance verification, and ethical considerations in art transactions.
CILO 5	Analyze the dynamics of the contemporary art market, identifying opportunities for applying new digital technology immersion, business models and economic factors that influence art valuation and investment.
CILO 6	To critically assess emerging trends in art administration and art business to address future challenges and opportunities within the evolving landscape of the arts sector with machine creativity.
CILO 7	To communicate effectively with stakeholders, including artists, collectors, and industry professionals, regarding the implications of new machine creative practices in art.

Planned Assessment & Weightings:

Students' grade will be determined based on their attendance and contribution to case study workshop/site visits, online readings and assignment, an individual final reflection report, a group project plan and exhibition.

Attendance	13%
Workshop / case study	15%
Readings and Assignments (Individual)	20%
Final Reflection Report (Individual)	15%
Group Project Plan (12%) / Project (25%)	37%

Course Outline

Please take note that some of the listed activities and planned schedules may be subject to change due to availability, timetable and logistics issues of our host organizations.

Session	Topics	Briefly outline what this topic will cover (Include reading assignments if available)	Indicate which course ILOs this topic is related to (Write CILO-1, CILO-2, etc.)
1	What is Art Administration? Sep-1 (L1) and Sep-4 (L2)	Explore the functions and roles of museum and art practitioners, curators in the non-profit space, including museums, institutions, and other cultural organizations vis-à-vis galleries. Readings and Assignments 1 (5%) on Canvas	CILO 1, CILO 2, CILO 3,
2	Arts Organizations and Their Functions in Modern Societies Sep-8 (L1) and Sep-11 (L2) Briefing on project / exhibition	Discover the gallery landscape and learn about different gallery models and sales channels while uncovering new modes of exhibition-making and for performances Readings and Assignments 2 (5%) on Canvas	CILO 1, CILO2, CILO 3
3	Organizational Structure and Human Resources Sep-15 (L1) and Sep-18 (L2)	Gain an understanding of the art world ecosystem, its foundation, practices and networks. The new digital revolution and transformation of legacy businesses. Readings and Assignments 3 (5%) on Canvas	CILO 1, CILO 2, CILO3,
4	Facilities and Operations Sep-22 (L1) and Sep-25 (L2)	Cultural spaces, local galleries. Understanding insurance, warehousing, logistics and venue issues. Thurs Sep 25 4.30- 6 pm Christie's Preview	CILO 2, CILO3,

		<p>Case Study / Workshop# 1 (5%)</p> <p>(Site visits to Tai Kwun / Fringe Club)</p>	
5	<p>Finance and Budgeting</p> <p>Sep-29 (L1) and Oct-2 (L2)</p>	<p>Understand the economics and finance running exhibitions, art fairs, art shows, performance and specific events that is related to transactions or selling through auctions and dealers.</p> <p>Readings and Assignments 4 (5%) on Canvas</p>	CILO 2, CILO3, CILO 4
6	<p>Marketing and Audience Building</p> <p>Oct-6 (L1) and Oct-9 (L2)</p> <p>Oct-11 Sat 10 am (HKPM)</p>	<p>Case study in organizing exhibitions, biennales, collaboration, publications, online social media presence and other art tech elements</p> <p>Guest Speaker #1 Mandy Shek (Oct 6)</p> <p>Site Visit - Oct 11 10 am HK Palace Museum</p> <p>Case Study / Workshop# 2 (5%)</p>	CILO 2, CILO3, CILO 4, CILO 5
7	<p>Overview of Art Business Ecosystem</p> <p>Oct-13 (L1) and Oct-16 (L2)</p>	<p>Gain an understanding of the art world ecosystem, its foundations, and its various models and networks.</p> <p>Guest Speaker #2 Eleanor Monday (Oct 13)</p> <p>Thurs Oct 16th 4.30 – 6 pm Asia Society</p> <p>Case Study / Workshop# 3 (5%)</p>	CILOC1, CILO 5
8	<p>Art Valuation and Appraisal</p> <p>Oct-20 (L1) and Oct-23 (L2)</p>	<p>An understanding of auction houses, online marketplaces, dealers and galleries (valuation and provenance research)</p> <p>Submission of Mid-term Assessment - Group Project Plan (12%) on Oct 19th (Sunday)</p>	CILO 3, CILO 4
9	<p>Contemporary Issues in the Art Market</p> <p>Oct-27 (L1) and Oct-30 (L2)</p>	<p>Canvas lecture on forgeries, copyrights, court rulings, scam-ridden NFT and money laundering (Online material)</p> <p>Review of projects progress</p>	CILO 2, CILO 3 CILO 4
10	<p>Art Investment Strategies & Cases</p> <p>Nov-3 (L1) and Nov-6 (L2)</p>	<p>Canvas extended to art investment funds, (e.g. Masterworks, APT, family offices and cultural heritage laws)</p> <p>Thurs (Sun Museum) Nov 6, 3-5 pm</p> <p>Case Study / Workshop# 4 (5%)</p>	CILO 4, CILO 5
11	<p>New Business Models Funding Art projects</p> <p>Nov-10 (L1) and Nov-13 (L2)</p>	<p>An overview of cutting-edge of digital innovations in producing consuming and owning artistic creations (metaverse, NFT, DAO, AI creations)</p> <p>Guest Speaker #2 Eleanor - Monday (Investment Funds) Nov-10 Mon</p>	CILO 5, CILO 6
12	<p>Future Trends in Art Business</p> <p>Nov-17 (L1) and Nov20</p>	<p>An overview of fractionalization (E.g. RWA tokenization) and immersive exhibitions with AR/VR/XR)</p> <p>Review of projects progress</p>	CILO 5, CILO 6, CILO 7
13 (week 13)	<p>Project Presentations and Reflections</p> <p>Nov-24 (L1) and Nov-27 (L2)</p>	<p>Project & Exhibition results presentations Debriefing / Critiques from Assessor</p> <p>Submission of Group Project (25%) on Dec 5th and Individual Reflection Report (15%) to be submitted at 12 December (Friday)</p>	CILO 7

Please take note that some of the site visits and guest speaking sessions may change, please check Canvas for latest announcement.

Reference

Byrnes, William J. *Management and the Arts*. 4th ed., Focal Press, 2009.

Chong, Derrick, *Arts Management*. 2nd ed., Routledge, 2010

Chun, D. (2023, August). When the NFT Hype Settles, What Is Left beyond Profile Pictures? A Critical Review on the Impact of Blockchain Technologies in the Art Market. In *Arts* (Vol. 12, No. 5, p. 181). MDPI.

Findlay, Michael. *The Value of Art (New, expanded edition): Money. Power. Beauty*. Prestel Verlag, 2022

George, Adrian. *The curator's handbook: Museums, commercial galleries, independent spaces*. Thames & Hudson. 2015

Planned site visits

Fringe Club	Cultural Heritage + Art Gallery NGO
Tai Kwun	Cultural Space + Retail
Sun Museum	Private Gallery NGO
Palace Museum WKCD	Cultural Space + National Museum
Asia Society	Cultural Space NGO
Fine Art Asia	Public Exhibition
Villepin Art Gallery	Private Gallery

Online Portfolio / Collaboration Resources

Lucid Spark <https://lucid.app> for collaboration and workshop case study
Canvas <https://Canvas.ust.hk> for all online lecture material and course communications

Video Resources

1. Art Market Collapse by Patrick Boyle (19 mins)
<https://www.youtube.com/watch?v=dvcg1ytmtVA>
2. Everything you didn't know about art management (16 mins)
<https://www.youtube.com/watch?v=7jjHWGa4YYk>
3. How to run an Art Gallery ? (38 min)
<https://www.youtube.com/watch?v=Sp9AkhVX7V8&t>
4. How to manipulate the art market
<https://youtu.be/ZZ3F3zWiEmc?si=usYph9ZJHpKfcJFz>

5. The Great Contemporary Art Bubble
https://youtu.be/4_qBX22I_q0?si=sMtdXo-6tXrXzyfF
6. Knoedler gallery Forgery
https://youtu.be/Kc0O_0f-G0s?si=YRG34kVJffRaM3GI
<https://youtu.be/FKTFCOb5pR8?si=TRGFIIN9mdDnWSQF>
7. What roles for art galleries?
<https://www.artsy.net/article/artsy-editorial-role-galleries-play-art-world>