

## **AMCC5330 Syllabus**

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

<b>Course code:</b>	AMCC5330
<b>Course title:</b>	Art Administration and Art Business in the New Era
<b>Abbreviated title:</b>	Art Business
<b>Course instructor:</b>	Dr. Daniel Chun
<b>Credit:</b>	3-Credit
<b>Classroom:</b>	L1 Rm 6602 & L2 Rm 6555
<b>Class quota:</b>	35
<b>Grading requirement:</b>	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 (2 talks)
Case Study:	12 hours (4 workshops)
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.
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## 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?  <b>Sep-1 (L1) and Sep-4 (L2)</b>	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  <b>Sep-8 (L1) and Sep-11 (L2)</b>  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	Gain an understanding of the art world ecosystem, its foundation, practices and networks. The new digital revolution and transformation of legacy	CILO 1, CILO 2, CILO3,

	Sep-15 (L1) and Sep-18 (L2)	businesses.  Readings and Assignments 3 (5%) on Canvas	
4	Facilities and Operations  Sep-22 (L1) and Sep-25 (L2)  Preferred Thursday (no clash)	Cultural spaces (Site visits to Tai Kwun and Fringe Club, local galleries e.g. Sun Museum / Asia Society). Understanding insurance, warehousing, logistics and venue issues.  Site Visit - Sun Museum Sep 22 Asia Sep 25	CILO 2, CILO3,
5	Finance and Budgeting  Sep-29 (L1) and Oct-2 (L2)	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.  Guest Speaker #1 Ms. Eleanor Chan  Readings and Assignments 4 (5%) on Canvas	CILO 2, CILO3, CILO 4
6	Marketing and Audience Building  Oct-6 (L1) and Oct-9 (L2)	Case study in organizing exhibitions, biennales, collaboration, publications, online social media presence and other art tech elements  Guest Speaker #2 Mandy Shek (Oct 6)	CILO 2, CILO3, CILO 4, CILO 5
7	Overview of Art Business Ecosystem  Oct-13 (L1) and Oct-16 (L2)	Gain an understanding of the art world ecosystem, its foundations, and its various models and networks.  Site Visit - Oct 11 HK Palace Museum (Confirmed)  Case Study / Workshop# 1 (5%)	CILOC1, CILO 5
8	Art Valuation and Appraisal  Oct-20 (L1) and Oct-23 (L2)	An understanding of auction houses, online marketplaces, dealers and galleries (valuation and provenance research)  Case Study / Workshop# 2 (5%)	CILO 3, CILO 4
9	Contemporary Issues in the Art Market  Oct-27 (L1) and Oct-30 (L2)	Canvas lecture on forgeries, copyrights, court rulings, scam-ridden NFT and money laundering (Online material)  Case Study / Workshop# 3 (5%)	CILO 2, CILO 3 CILO 4
10	Art Investment Strategies & Cases  Oct-27 (L1) and Oct-30 (L2)	Canvas extended to art investment funds, (e.g. Masterworks, APT, family offices and cultural heritage laws)  Case Study / Workshop# 4 (5%)	CILO 4, CILO 5
11	New Business Models Funding Art projects  Nov-3 (L1) and Nov-6 (L2)  (Eleanor away Oct 17- Nov 4)	An overview of fractionalization (E.g. RWA tokenization) and immersive exhibitions with AR/VR/XR  Guest Speaker #1 Eleanor Chan	CILO 5, CILO 6
12	Future Trends in Art Business  Nov-10 (L1) and Nov-13 (L2)	An overview of cutting-edge of digital innovations in producing consuming and owning artistic creations (metaverse, NFT, DAO, AI creations)	CILO 5, CILO 6, CILO 7
13  (week 14)	Project Presentations and Reflections  Nov-24 (L1) and Nov-27 (L2)	Group Case Study Report (12%)  Final group project / exhibition for artists (25%) Date : TBA (Dec 5 <sup>th</sup> or 6 <sup>th</sup> ) Location : TBA  Open Day Project & Exhibition	CILO 7

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## Reference

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

Chong, Derrick, *Arts Management*. 2<sup>nd</sup> 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\\_qBX22l\\_q0?si=sMtdXo-6tXrXzyfF](https://youtu.be/4_qBX22l_q0?si=sMtdXo-6tXrXzyfF)
6. Knoedler gallery Forgery  
[https://youtu.be/Kc0O\\_0f-G0s?si=YRG34kVJffRaM3GI](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>