Reflection on the Current Situation and Development of Art Management Specialty Education in China

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Abstract. A great many of universities have set up art management specialty in recent years to meet the needs of social development. This specialty has also become one of the key specialties which are deemed to be focused by many comprehensive and artistic colleges. However, as a new-rising subject with integrity, there are still many difficulties and problems in the process of establishment which affect the prospect and development of this specialty severely. In this paper, the author adopts the method of comparative analysis etc. and the conclusion comes out that some common problems still exist such as the unclear positioning and training objectives, the insufficient of levels of student and teachers, the remaining of the training system etc. in current domestic college’s education on art management. The paper also concludes some teaching experiences learning from some developed countries in Europe and United States, and analyses the basic path of breaking the ice through five fields: training system, enrollment mechanism, curriculum, teaching methods and practical innovation, to promote the reform and development of Chinese cultural industry scientifically and efficiently.

1. The Development and Current Situation of Art Management Specialty in China

The history of art management is not going through a long time, it arised in the late 1960s among countries in Europe and United States, with the development and prosperity of arts and cultural industry. In the past few decades, the arts and cultural industries spread speedily all over the world and became a new growth point of economy, therefore, the specialty of art management has gradually developed into a significant new-rising subject. Art management gathered several theories of modern management and art to train students who both being talented in art and in management. It is true that “art management” is not just a simple model of art and management, but also actually contains a complex system of management.

Art management itself contains some basic features such as universality, diversity, integrity, innovation, etc. [1]. The characteristic of universality confirms the breadth of its scope, and is closely related to social life and family activities. The diversity is manifested in the diversification of the specialty’s classification, also, the diversity contributes to the segmentation and complexion of management practice. The integrity is shown in the use of humanities, social sciences and technical science and other knowledge to achieve the goal of management activities. The last but not the least, innovation means that the specialty need to be innovated instead of sticking in the mud, the continuous innovation, reform and practice should be contributed to reach the expectation.

The construction of China’s art management is deemed to be later than countries in Europe and the United States. Comprehensive colleges have started to set up the specialty in the art management since the latest ten years [2]. At present, with the deepening of cultural system reform, culture development, which as an important part of the great rejuvenation of the Chinese nation, the training of art management talent would be highly valued in society. Therefore, we need a new management concept as the guidance and a new way of management for the development of the new-rising specialty. How we should deal with such unprecedented opportunities and challenges has naturally became a real problem which to be solved.
Art management specialty has aroused a lot of attentions among many domestic colleges since China entered the new century due to its potential employment prospects and immeasurable strength of development. China’s art management specialty itself has the rich content and background. According to its training model, curriculum and the configuration of teachers, most teaching ideas which learned from European and American countries tend to have a relatively higher starting point. For example, as the earliest institution which set up the specialty of art management in China, Beijing Film Academy has a solid foundation of art, and the college tries to make every effort to set up a new discipline of art. With spending a lot of time on inspecting and researching the domestic and international art market, the specialty itself operates at a higher level from the beginning. As a specialty with rapid growth and development, the art management has spread into several categories of multi-disciplinary research such as music art management, dance art management, drama art management, media art management, film art management, painting and art management etc. The art management specialty is not only rich in the varied categories of disciplines, but also, through years of study and the long-term exchanges and exploration with domestic and foreign universities, many colleges have established the professional training center for the art management specialty and the colleague of disciplines have also been established for inter-school communication. From that point, the art management specialty gradually formed a more reasonable training system and discipline team [3].

2. The Problem in the Development of Art Management Specialty in China

As the first batch of art management specialty being set up in the late 1980s, only more than a decade, many colleges have set up the department of art management and the specialty of art management. According to incomplete statistics, China has about 100 professional art academies and comprehensive colleges which run such a specialty of art management nowadays, and the academic level has also been developed. In recent years, China’s art management specialty has been developed speedily and many domestic colleges proposed that the employment rate of the profession is on the rise. That leads to a boom of establishing the art management specialty—a considerable number of colleges set up the specialty blindly which with inadequate preparation, poor school conditions, and the defects of teaching quality. The specific analysis is as follows:

2.1 The fuzziness of training objectives and the lack of clear training direction

From the perspective of training objectives, we are usually required to “train the inter-disciplinary talents both with the understanding of art and the mastering of management”. With such an ambiguous expression of definition, we could never know what kind of abilities of students should be trained, or what kind of students we should train to. The fuzziness of training objectives leads to an unclearness of teaching directions and the insufficient motivation of students, finally, the quality of talent training. Moreover, some training objectives show up the characteristics of being anxious to achieve quick success and get instant benefits, they tend to put forward some unrealistic teaching task that are difficult to complete—instead of being the practical significance of teaching, that is just a number of slogans without any practical meaning [4].

2.2 The expansion with low-quality and the insufficient quality level

China’s colleges were loose in the enrollment of art management specialty a few years ago. For entering into a college to enroll the specialty of art management, students who perform badly in general knowledge courses try to cram the related knowledge and techniques of art in a short time, this has led to the low-quality of source of students. Not only that, teachers with excellent teaching experience and scientific research level are quite insufficient, let alone employ the experts with profound artistic background. In addition, the laggard supporting infrastructure, the source of students, teachers or management all have a long way to achieve the professional requirements of training.

2.3 The chaos of curriculum and the deficiency of internal motive force for specialty
Most curriculum system of art management in China is learned from the experience of Europe and the United States directly. The current teaching philosophy and the use of teaching materials are also basically copied from foreign teaching cases. The sufficient absorption of local and ethnic cultural content and traditional culture connotation leads to the ignorance of the guidance role of traditional culture in the direction of art management specialty. Not only that, the unevenness of curriculum and teaching material selection is shown up due to the lack of a complete training system. Some systems may strive to seek to a comprehensive view instead of a focusing view which with no direction, or ignore their own national conditions that being out of reality.

2.4 The focus on theoretical education and the lack of practical exercise

As most common specialties in China, art management specialty often blindly emphasize on the significance of theory instead of practice in the process of education and teaching. Throughout the education model of colleges, the common feature is the emphasis of basic theory and skills training instead of forming a complete practice teaching system. This kind of “theory-based” teaching method has a poor effect on students. Students could not have enough opportunities to participate in social practice and their abilities could only stay in relying on textbooks. In addition, although some art management specialties provide the opportunity to practice, the neglect of management and the emphasis on form still hinder the construction of specialty.

3. The Basic Path of Breakthrough the Dilemma

Breaking through the dilemma and solving the problems in the development of art management specialty. First of all, we must establish a scientific and correct idea of specialty’s development, and go with the economic globalization. We also should learn instead of copy the experience in setting up the art management specialty fully from the colleges of Europe and the United States. Moreover, making sure that the development of art management specialty is adapt to the national conditions and the development of culture and society. Promoting the reform and innovation of art management specialty in terms of training mode, enrollment mechanism, curriculum system, teaching methods etc. to build a sound professional training system, then further promote the reform and development of the institutional mechanism of China’s cultural industry.

3.1 Clarifying the training objectives and establishing a scientific training system

The basic direction of training the talent categories of art are the basic direction of the training of art management professionals. The main purpose is to train the talents which engaged in the field of modern art activities, such as art creation, art planning, art communication and art marketing. Although the training objectives of different colleges are naturally different and even varied, it is necessary for each college seek to train the objectives to be clear, critical, practical, and have clear requirements for ability. The key point for different levels of degrees to seek is quite different. The level of bachelor seeks to consolidate student’s basic knowledge, while the level of master seeks to train the application-oriented talents, and the level of doctor seeks to shape the talents who are research-oriented.

Only according with the specific training objectives, the suitable training program would be developed. The talent’s training for art management specialty has a specific characteristic of intersectionality. We should adhere to the basis of art theory and the guidance of management theory, making full use of the advantages of the art institution. Making students fully understand the ability of virtuosity and management, and a broad view of art throughout the dense art atmosphere and various art activities, so that the outstanding graduates could engage in the appropriate occupations.

3.2 Controlling the enrollment amount and optimize the faculties

The careful consideration should be given to their artistic and managerial abilities when enrolling new students. The measures such as increasing knowledge course’s enrollment scores and the examination in art knowledge and technique should be taken into consideration by China’s art management specialty. Apart from the written test, to reduce the scale of enrollment in the level of
undergraduate, the way of interview could also be adopted. Focusing on students’ ability of solving
the practical problems in art management, and improve the quality of enrollment. It is necessary to
train the talents of art management that are actually available for the society.

Besides, in terms of teachers’ employment, we should strengthen the direct connection between
schools and society with focusing on hiring the scholars and experts with extensive experience.
Moreover, instead of focusing on teachers’ degree, we should pay attention to the talents which are
outstanding in the field of art management in domestic or foreign, and opening up the new
resources of education. In addition, the school should encourage teachers to continue their further
education and participate in the academic innovation actively, and be positive to the reform of
teaching. Updating the teaching methods constantly with the development of society, advancing
with the times by strengthening the exchange and cooperation between the units, disciplines and
regionals and optimizing the structure of faculties—these steps would guarantee the quality of
teaching [5].

3.3 Completing the curriculum system and taking the path of nationalization

Generally speaking, to improve the curriculum system of art management specialty, actually is to
continuously improve its scientificity, preciseness and orderliness. We have to integrate the
curriculum resources organically based on the reality and strengthen the convergence and
complementarity between the courses during this period of time. School should also clarify the
advantages and disadvantages, choose the appropriate teaching materials and reinforce the training
of students’ comprehensive abilities of innovation, marketing, organization, practice etc. and finally,
form a systematic teaching scheme.

Culture is the basis of art management specialty. It is quite difficult to construct a localized and
nationalized education system of art management successfully in today’s China where the Western
science of management is in the highest position. We should sum up our own culture of
management and be familiar with the background of our own local culture, especially in today’s
world while China’s development mode is being valued. Through a deep understanding of its
richness and identity, we could integrate the resource of Chinese culture and curriculum system as a
whole, make full use of our rich national resource of culture and transform it into a huge wealth of
culture.

3.4 Improving teaching methods and highlighting case study and practical teaching

While facing up with such complex curriculum content of art management specialty, the question
of “what is going to teach, and how to teach” has become a common problem for the teachers. In
today’s society, all of the jobs emphasize on the employer’s ability of practice, that is why students
should apply their knowledge which learned from the class to their daily life and practice.
Compared with other business management specialties, art management specialty does not provide
student learning opportunities as many as others do. Learning objective knowledge of art and
management could be simple, but it still requires students to take the initiative to participate in the
social practice—only through the continuous exploration, students could improve their
comprehensive abilities [6].

Art management specialty has a wide range, and its curriculum could not be replaced by a simple
concept of management. Therefore, some case researches should be involved in the teaching of this
specialty which could integrate the professional knowledge of management with case-based
teaching [7]. In addition, the case-based teaching is inseparable with practice research. By
comparing thousands of data and participating in the activities such as organization, planning,
communication etc. in the process of research, students could constantly enrich and enhance their
abilities and have a well understanding of the art management activities and its rules of operating.

It is important to lay a solid foundation or the employment by accumulating experience and
create a great personality of art management.

3.5 Practicing, innovating and reforming constantly

Innovation is not only a big issue in today’s society, but also a main content relating to the
development of education. Nowadays, the cultural industry has become a representative for the
national soft power, and the development of culture has closely related to the talents that equipped
both innovation of thinking and the management skills in the field of art management. Therefore, it imperative for the reform of education and practice innovation. With the expansion of the art society’s demand for the talents who have a consciousness of art and management has been The talents should not only have the professional quality of art, but also the ability of innovative awareness.

In the teaching process of colleges, we should dare to innovate and reform. The core of innovation, as well as the connotation of art management, is uniqueness, extensibility, and value. In the process of the innovation of art management education, we should pay attention to the construction of education and subject with local characteristics, and combine the historical resources with the realistic art circumstances. Moreover, we should pay attention to the combination of discipline construction and educational innovation. The fundamental of the reform lies in the general rule of education management as the basis, focusing on the specificity of art education management, and putting efforts to promote the growth of students [8].

Compared with the universities in Europe and America, China’s art management professional is still in the initial stage, and compared to Western mature mode of training talents, we still have many shortcomings in this field with a lot of space for improvement. Currently, China is vigorously developing the industries of culture and creation, and the need of talents in the field of art management is also urgent. At the same time, people’s spiritual life is more colorful than before while the need of talents such as program planners, art brokers and other occupations is also more urgent than ever. Therefore, we should pay more attention to the training of art management specialty, so as to make it more professional and systematic.

References