



SINGAPORE

# SHORT COURSES

**Travel Programmes: Focus on Asia April – September 2009**

Sotheby's Institute of Art in Singapore offers a number of short courses throughout the year. The short courses are specifically for those who have an active interest in art but limited time and are held in conjunction with the Master's degree programme in Art Business.

The courses are led by leading experts in the field and run over an intensive five-day week, focusing on various aspects of Art Business.

All lectures, visits and entrance tickets are included in the fee.

Upon successful completion of each course, participants will receive a certificate of attendance. If participants choose to complete the assignment for the courses, they will receive 15 credits towards the Master's Degree programme in Art Business.

The fee for all short courses and travel programmes is SGD 5,000 (inclusive of GST).

*\*Please note that course dates and travel dates are subject to change. Please check for any updated details at [www.sothebysinstitute.com/singapore](http://www.sothebysinstitute.com/singapore) before booking or call Alan Koh on +65 6305 2600.*



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## SHORT COURSES

### ART VALUATION & INVESTMENT

**6 – 13 April 2009 & 24 – 28 August 2009**  
**9.00am – 6.00pm**

Key topics covered in this course include the principles of investment, speculation and valuation, art as an alternative to more conventional investments, the valuation of art against a background of conventional financial principles and the relationship of art value to other financial assets as well as art insurance and the measurement of risk.

### ETHICS AND THE ART MARKET

**14 – 18 April 2009 9.00am – 6.00pm**

This course begins with an introduction to the history of ethics as a branch of philosophy and its relation to visual culture and ownership. Key topics covered include: global ethical issues in the contemporary world; heritage case studies (cultural patrimony, looted and stolen art); and issues of conservation and restoration.

### ART MARKETS

**11 – 15 May 2009 9.00am – 6.00pm**

This course gives participants a review of the players of the art market: its dealers, collectors (speculators), artists, auctioneers, and financial institutions. An examination of the financial mechanisms underpinning the art economy is covered as well as an exploration of the inter-relationship between the state-funded cultural sector and the commercial gallery world.

### BUSINESS PLANNING AND FINANCE

**15 – 19 June 2009 9.00am – 6.00pm**

In this course participants acquire essential numeracy skills and statistical concepts and essential economic principles to do with the art market including an introduction to constructing company accounts and a business plan, including profit and loss, assets and liabilities, and projecting cash flows and revenues. Formulating business strategies, and the wide range of commercial business opportunities in the art market is also included as well as how to research market opportunities and the management of time and human resources.

### CONNECTING ART & BUSINESS: BUSINESS STRUCTURES FOR THE ART MARKET

**6 – 10 July 2009 9.00am – 6.00pm**

This course examines the issues that affect people's behaviour within organisations and the resulting implications for business. Participants will also gain an understanding of individual behaviour in a corporate or team environment; why leadership is often confused with management; how to employ the best talent and develop the best products and services; and effective communication in a business environment.

### ART MARKETING

**27 – 31 July 2009 9.00am – 6.00pm**

This course offers an introduction to corporate marketing management and examines issues such as the treatment of 'high art' from the perspectives of sociology of the arts and cultural economics; buyer behaviour and marketing research; marketing strategy and segmentation, targeting and positioning; the significance of branding; and marketing communications.

### ART LAW

**14 – 18 September 2009 9.00am – 6.00pm**

This course covers international legal and business frameworks, including partnerships, companies, and not-for-profit organisations within an art context. Basic contractual relations are explored, such as negotiations and breaches and remedies; specific contractual relations, including salerooms, agents and dealers, commissions, export duty, and intellectual property.

## TRAVEL PROGRAMMES: FOCUS ON ASIA

Each year, Sotheby's Institute of Art in Singapore organises a number of overseas trips to major art centres, exhibitions, museums and collections in Asia. These visits are held in conjunction with the Master's degree programmes in Art Business and Contemporary Art, and participants are taught alongside our full-time international students. Led by leading art experts from the region, each trip is scheduled to coincide with key events and festivals. Participants visit the major art centres of Asia and attend special talks by gallery directors, dealers and leading art professionals.

### Hong Kong

**1 – 5 April 2009 & 20 – 24 May 2009**  
(coinciding with the Hong Kong Sotheby's auction sale)

### India: Delhi

**17 – 23 May 2009**  
(coinciding with the India Art Summit)

### Korea

**18 – 22 September 2009**  
(coinciding with the Korean International Art Fair)