

Course Title	Fundamental Issues in Cultural Management				
Course Code	HES612				
Course Type	Compulsory				
Level	Master (2 nd cycle)				
Year / Semester	1 st Year / 1 st Semester				
Teacher's Name	TBA				
ECTS	10	Lectures / week	N/A	Laboratories / week	None
Course Purpose and Objectives	The course focuses on introducing cultural management and in particular addressing and approaching culture and cultural activities as factors that influence and shape social, national and transnational identity, cohesion, communication, development and creativity.				
Learning Outcomes	<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none"> • Identify the theoretical context of culture. • Demonstrate the ability to separate and link cultural content to management needs. • Recognize the social, economic and developmental dynamics of cultural actions. • Understand the concepts of management and administration in the context of culture. • Organize cultural data from a management perspective in a scientifically acceptable way. • Practise independent critical thought, rational inquiry and self-directed learning. • Demonstrate the ability to communicate knowledge to a public consisting of specialists or laypersons, making use of various modes of communication. • Develop skills in organization, research and analysis that will be highly prized in any field of work. • Compose academic essays applying critical thought and using relevant literature and other scientific/academic sources. 				
Prerequisites	None	Co-requisites	None		
Course Content	<p>This course focuses on:</p> <ul style="list-style-type: none"> • definitions of concepts related to culture (culture, cultural capital, cultural property, cultural management) • on cultural identity issues • the meaning and content of the cultural heritage (physical and immaterial, mobile and immovable) 				

	<ul style="list-style-type: none"> • Cultural asset management organizations (museums, galleries, cultural institutions, institutions) • Contemporary cultural and artistic creation 				
Teaching Methodology	<p>Distance Learning</p> <ul style="list-style-type: none"> • (Lectures on distance education platform, student-led presentations, online material – websites, audio/video media clips – interactive activities such as online quizzes, presentation of external/third party material online, commentaries and interpretation of material sources, dissertation, oral presentations and coursework essays through the platform, small-group tutorials, formative feedback on coursework, independent study and guided research, discussions and advance preparation of set work for platform meetings, unseen examinations, presenting and discussing texts, ideas, and cultural context). 				
Bibliography	<ul style="list-style-type: none"> • B. Gerhke and M-T. Claes (eds.) (2014), <i>Global leadership practices: A cross cultural management perspective</i>, Palgrave Macmillan; • R. Steers et al.(2013), <i>Management across cultures</i>, Cambridge University Press; • R Nisbett (2003), <i>The geography of thought</i>, Nicholas Brealey Publishing. • J. Ahearne, <i>Cultural policy explicit and implicit: a distinction and some uses</i>, International Journal of Cultural Policy 2009, nr 2, ss. 141-153. • A. M. Autissier, <i>The Europe of Festivals</i>, l'attribut, Paris 2009. • E. Belfiore E., O. Bennett, <i>The Social Impact of the Arts: An intellectual history</i> Palgrave, Basingstoke 2008; • T. Bennett, <i>Culture and Policy – Acting on the social</i>, Journal of International Cultural Policy, Vol. 4, No. 2, 1998, pp. 271-289. • C. Bilton, <i>Management and Creativity. From Creative Industries to Creative Management</i>, Blackwells, Oxford 2007; • P. Inkei, <i>Culture and Development 20 years after the fall of communism in Europe</i>, paper presented at The CultureWatchEurope Conference, 4th - 6th June 2009, Cracow, Poland, available at: • D. Klaic, <i>Festivals in Focus</i>, CEU Press, Budapest 2014. • J. McGuigan, <i>Rethinking Cultural Policy</i>, OUP, Maidenhead 2004 • J. McGuigan, <i>Cultural Analysis</i>, Sage, London, 2010 • L. Varbanova, <i>Strategic Management in the Arts</i>, Routledge, New York, 2013 				
Assessment	<table border="1" data-bbox="639 1633 1117 1709"> <tr> <td>Examinations</td> <td>50%</td> </tr> <tr> <td>On-going evaluation</td> <td>50%</td> </tr> </table>	Examinations	50%	On-going evaluation	50%
Examinations	50%				
On-going evaluation	50%				
Language	English				