

2019.HS

<b>Module Name: Culture Management</b>			
Module Code	w.BA.XX.2KMgmt.XX		
Module Description	Students know and are able to differentiate between economic, political, sociological, and cultural-theoretical requirements and conditions of management in the cultural sector and creative industries. They recognize the special features of the management of cultural projects and cultural institutions, in particular at the intersection of the market and public funding. They are able to transfer their knowledge of business administration to the cultural and creative sectors		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PIE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Zentrum für Kulturmanagement Ltg.		
Module Coordinator	Leticia Labaronne (lael)		
Deputy Module Coordinator	Bruno Seger (xsgu)		
Prerequisite Knowledge	Foundations of business administration		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ know the legal, institutional, and political fundamentals of cultural policy as well as the special requirements of the cultural sector in terms of economics and business administration.</li> <li>§ know the strategies and instruments of public and private cultural promotion and are able to develop cultural and political arguments, which they can defend effectively.</li> <li>§ are able to work autonomously to analyze cultural institutions, evaluate cultural and political interdependencies, and develop funding concepts for cultural institutions and projects.</li> <li>§ are able to apply instruments and strategies of cultural management and of cultural mediation in a solution-oriented manner.</li> <li>§ work independently to solve a case on a cultural management topic</li> </ul>		

Module Content	§ Cultural concepts and definitions of art § Cultural policy (norms, institutions, and processes) § Cultural promotion and funding (goals, strategies, and means) § Cultural economics (markets, value creation) § Cultural mediation (marketing strategies) § Cultural organizations (legal framework, structures, leadership, and problems) § Cultural economics § Financing culture (income, subsidies, fundraising, and sponsoring) § Cultural performance measurement and KPIs		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Literature Review	<b>Social Settings Used:</b> § Individual Work § Pair Work	
Digital Resources	§ Reader § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>0 h</b>	<b>62 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Semester project	Grade	-	100,00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	§ Lecturer's scripts and various texts § (2010). Managing the Arts: Leadership and Decision Making under Dual Rationalities. Journal of Arts Management, Law, and Society, (36/4), pp. 295-313. § Labaronne, L. & Slembeck, T. (2015). Dynamic pricing in subsidized performing arts. I. International Journal of Nonprofit and Voluntary Sector Marketing, (20:2), pp. 122-136. § Labaronne, L. (2017). Performance measurement and evaluation in the arts management : a meta-synthesis. Zeitschrift für Kulturmanagement, (3:1), pp. 37-69.		
Recommended Reading	§ Gottschalk, I. (2006). Kulturökonomik - Probleme, Fragestellungen und Antworten. 1st edition. Wiesbaden: Verlag für Sozialwissenschaften. ISBN 978-3-531-90370-5. § Günter, B. & Hausmann, A. (2012). Kulturmarketing. 2nd edition. Wiesbaden: Springer VS. ISBN 978-3-531-18627-6. § The Oxford handbook of creative industries. 1st edition. Oxford: Oxford University Press. ISBN 9780199603510.		
Comments	-		