SYLLABUS – A COURSE DESCRIPTION

I. General information
1. Course name: **Cultural Policies**
2. Course code: **09-KUDU-CP**
3. Course type (compulsory or optional): **compulsory**
4. Study programme name: **Cultural Studies – Intercultural Communication**
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme):
6. Educational profile (general academic profile or practical profile): **2nd cycle of studies, MA**
7. Year of studies (if relevant): **2nd year**
8. Type of classes and number of contact hours: **30 hours**
9. Number of ECTS credits: **5**
10. Name, surname, academic degree/title of the course lecturer: **dr Marcin Poprawski**, poprawski@amu.edu.pl
11. Language of classes: **English**
12. Online learning – yes (partly – online / fully – online) / no: **no**

II. Detailed information
1. Course aim (aims):
The aim of the course is to discuss the essence of cultural policy as a strategic domain of culture and art ecosystems. The lecture and active learning interactions with students will aim to cover phenomenon of the cultural policy studies and practices as immersed in an extended environment of cultural public spheres, intercultural, international relations, cultural management practices, public administration, audience development and marketing in the arts, creative and cultural industries and enterprises, global media and business players, as well as local social communities. To study properly key circumstances and conditions of working cultural managers, artists, public officers in cultural affairs in present times we need to get a right perspective, that could be obtained through an overview of theories, empirical case studies and practices. They will come from several disciplines of study that have much to learn from each other and more in common than one might expect: management and organization studies, aesthetics, cultural studies, art management, cultural policies studies, intercultural communication studies.

2. Pre-requisites in terms of knowledge, skills and social competences (if relevant):
- ability to understand and speak English fluently
- ability to participate in a lecture and organize one's work
- critical thinking competence, curiosity

3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
CP_01	- knows the basics of methods used by managers in cultural sector, the arts organizations and creative sector enterprises.	K_W12, K_W07, K_W03, K_K01
CP_02	- is critical towards knowledge which acquires, dominating authorities, ideologies and fashions in management and cultural studies.	K_W06, K_U02, K_K04
CP_03	- improve his both cross-cultural and cultural competence applied into managerial practice in the field of culture and the arts.	K_W11, K_K03, K_K11
CP_04	- knows culture and arts organisation characteristics, public, private and non-governmental	K_W12, K_K08
CP_05	- knows models of innovation in the domain of public policies related to cultural practices	K_W12, K_W07, K_U12, K_K09,

4. Learning content with reference to course learning outcomes (EU)

Course learning content: CULTURAL POLICIES	Course learning outcome symbol (EU)
Defining cultural policy	CP_01, CP_02, CP_03
Culture as the public sphere	CP_01, CP_02, CP_03, CP_04, CP_05
Organizational cultures of cultural organizations.	CP_04, CP_01, CP_02, CP_03
Culture as a local ecosystem. Small towns and cultural leaders	CP_01, CP_02, CP_03, CP_04, CP_05
Culture-led city development / Urban cultural policies	CP_01, CP_02, CP_03, CP_04, CP_05
Culture and diplomacy / Artist mobility / Culture and globalisation	CP_01, CP_02, CP_03, CP_04, CP_05
Cultural memory and heritage. The future of museums	CP_01, CP_02, CP_03, CP_04, CP_05
Audience development and art & culture education	CP_01, CP_02, CP_03, CP_04, CP_05
Festival as a framework for a cross-sectoral synergy in cultural policies	CP_01, CP_02, CP_03, CP_04, CP_05
The role of data, research and marketing intelligence in cultural organizations development	CP_01, CP_02, CP_03, CP_04, CP_05
Social value and evaluation of cultural projects	CP_01, CP_02, CP_03, CP_04, CP_05
Copyrights and 'copylefts – intellectual property in cultural policies	CP_02, CP_03, CP_04, CP_05
Creative and cultural industries revisited. Cultural entrepreneurship in Poland.	CP_01, CP_02, CP_03, CP_04,

	CP_05
Leadership in public art and cultural institutions. Music sector as exemplification	CP_01, CP_02, CP_03, CP_04, CP_05
The power of taste. Cultural policy as managing and communicating cultural values	CP_01, CP_02, CP_03, CP_04, CP_05

5. Reading list:

- J. Ahearne, Cultural policy explicit and implicit: a distinction and some uses**,** International Journal of Cultural Policy 2009, nr 2, ss. 141-153.
- A. M. Autissier, *The Europe of Festivals*, l'attribut, Paris 2009.
- E. Belfiore E., O. Bennett, The Social Impact of the Arts: An intellectual history Palgrave, Basingstoke 2008.
- T. Bennett, *Culture and Policy – Acting on the social*, Journal of International Cultural Policy, Vol. 4, No. 2, 1998, pp. 271-289.
- C. Bilton, *Management and Creativity. From Creative Industries to Creative Management*, Blackwells, Oxford 2007.
- M. Dragićević-Šešić, *Shared Policies: The Future of Cultural Development*, w: *Dynamics of Communication: New Ways and New Actors*, red. B. Cvjeticanin, Zagrzeb 2006, ss. 103-110.
- Cr. Gray, *Managing Cultural Policy*, Public Administration*,* Vol. 87, No. 3,2009, pp. 574-585.
- Cl. Grey, *A very short, fairly interesting and reasonably cheap book abort Studying Organizations*, Sage, London, 2009.
- J. Holden, *The Ecology of Culture*, AHRC, London 2015, http://www.ahrc.ac.uk/News-and-Events/News/Documents/AHRC%20Ecology%20of%20Culture%20%28A%29.pdf
- P. Inkei, *Culture and Development 20 years after the fall of communism in Europe*, paper presented at The CultureWatchEurope Conference, 4th - 6th June 2009, Cracow, Poland, available at: http://www.budobs.org/pdf/Cracow_background_paper.pdf (accessed 27 October 2014,).
- D. Klaic, D. *Mobility of Imagination*, Central European University Press, 2007, Budapest.
- D. Klaic, *Festivals in Focus*, CEU Press, Budapest 2014.
- J. McGuigan, *Rethinking Cultural Policy*, OUP, Maidenhead 2004.
- J. McGuigan, *Cultural Analysis*, Sage, London, 2010.
- E. Poettschacher, *The rise of the Troyan horses in the creative industries*, International Journal of Cultural Policy, Vol. 16, No. 3, 2010, pp. 355–36.
- M. Poprawski, M. *Cultural Education Organizations and Flexible Individualization of Taste,* Journal of Organizational Change Management, 2015, Vol. 28 Issue 2, pp. 165-176, Emerald.
- M. Poprawski, *Cultural Entrepreneurship Teaching & Learning Models in Central Europe*, in: Kuhlke O., Schramme A., Kooyman R., *Creating Cultural Capital. Cultural Entrepreneurship in Theory, Pedagogy and Practice.* Pioneering Minds Worldwide. Eburon Academic Publishers, Delft 2015, pp. 45-53.
- J. Smiers, M. van Schijndel, Imagine there is no copyright and no cultural conglomerates, too, Amsterdam 2009, http://networkcultures.org/_uploads/tod/TOD4_nocopyright.pdf
- L. Varbanova, *Strategic Management in the Arts,* Routledge, New York, 2013.

III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	
Interactive lecture	X
Problem – based lecture	X
Discussions	X
Text-based work	X
Case study work	X
Problem-based learning	X

Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	
Workshop method	
Project work	
Demonstration and observation	
Sound and/or video demonstration	X
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	X
Group work	
Other (please specify) -	
…	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol				
	CP_01	CP_02	CP_03	CP_04	CP_05
Written exam					
Oral exam	X	X	X	X	X
Open book exam					
Written test					
Oral test					
Multiple choice test					
Project					
Essay					
Report					
Individual presentation					
Practical exam (performance observation)					
Portfolio					
Other (please specify) -					
…					

3. Student workload and ECTS credits

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Independent study*	Preparation for classes	30
	Reading for classes	60
	Essay / report / presentation / demonstration preparation, etc.	
	Project preparation	
	Term paper preparation	
	Exam preparation	30
	Other (please specify) -	

	…	
Total hours		150
Total ECTS credits for the course		5

* please indicate the appropriate activity types and/or suggest different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

Very good (bdb; 5,0): the student achieved the intended learning outcomes in accordance with the A grade standards

Good plus (+db; 4,5): the student achieved the intended learning outcomes in accordance with the B grade standards

Good (db; 4,0): the student achieved the intended learning outcomes in accordance with the C grade standards

Satisfactory plus (+dst; 3,5): the student achieved the intended learning outcomes in accordance with the D grade standards

Satisfactory (dst; 3,0): the student achieved the intended learning outcomes in accordance with the E grade standards

Unsatisfactory (ndst; 2,0): F Grade – the have not achieved the intended learning outcomes