

Study Programme: Communication Studies and Public Relations, Cultural Studies
Course Unit Title: Project Management in Culture
Course Unit Code: 20KOJ045, 20KJI046
Name of Lecturer(s): Assistant Professor Dragana Milin, PhD
Type and Level of Studies: Undergraduate studies
Course Status (compulsory/elective): compulsory
Semester (winter/summer): summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): face to face
Number of ECTS Allocated: 6 ECTS
Prerequisites: none
Course Aims: The objective of the course is to develop students' knowledge and skills necessary for the design, planning, management, and evaluation of cultural projects, while fostering an understanding of the specific characteristics of the contemporary cultural sector and the project-based approach to work.
Learning Outcomes: Upon successful completion of the course, students will be able to apply the principles of project management in the cultural sector, design and develop project proposals, prepare grant application documentation, and successfully participate in securing funding from national and international sources.
Syllabus: <i>Theory</i> The course introduces students to the fundamental concepts and principles of project management in the cultural sector, as well as the specific characteristics of the project-based approach within cultural industries and different models of cultural projects. Special attention is given to the project life cycle and the phases of project management, from needs identification, planning, and organization, through implementation, coordination, and team leadership, to monitoring, control, and evaluation of project activities. Students are also introduced to sources of funding for cultural projects at both national and international levels, as well as to the principles of reporting, evaluation, and the sustainability of cultural projects. <i>Practice</i> Practical instruction is focused on developing the skills necessary for independently designing, planning, and preparing cultural projects. Students prepare project documentation, define project objectives, activities, and implementation plans, and analyze available calls for proposals and funding sources. Through hands-on work, students develop competencies for presenting and defending project proposals in accordance with contemporary standards of project management in the cultural sector.
Required Reading: 1. Drucker, Peter. The practice of management. Routledge, 2012. 2. Open textbooks - Project Management

https://www.opentextbooks.org.hk/system/files/export/15/15694/pdf/Project_Management_15694.pdf

3. Guide to EU funding

[https://www.europarl.europa.eu/RegData/etudes/STUD/2023/747110/EPRS_STU\(2023\)747110_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2023/747110/EPRS_STU(2023)747110_EN.pdf)

Weekly Contact Hours:

Lectures: 2

Practical work: 1

Teaching Methods:

theoretical lectures, presentations, in-class discussions, group work among students

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	60
Practical work	30	oral exam	
Preliminary exam(s)			
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.