

Course Unit Descriptor

Study Programme: Audiovisual media			
Course Unit Title: Management in Culture 1			
Course Unit Code: RFM1			
Name of Lecturer(s): Dragin R. Dusica			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): Compulsory/Elective			
Semester (winter/summer): Winter			
Language of instruction: English			
Mode of course unit delivery (face-to-face/distance learning): Face-to-face			
Number of ECTS Allocated: 3			
Prerequisites: None			
Course Aims: Introduction to fundamental theoretical and practical knowledge in management in culture and learning about the ways and possibilities of applying this knowledge in practice.			
Learning Outcomes: Students acquire theoretical and practical knowledge related to the management of institutions and projects in culture.			
Syllabus:			
<i>Theory</i>			
Introduction to cultural management, goals and objectives, cultural needs, cultural policy, strategies and instruments of cultural policy, cultural development, fundamental management principles, professions in culture and management, strategic management, vision, mission, goals, strategic analysis, management of cultural institutions.			
<i>Practice</i>			
From the case study - analysis and discussion, discussion and debate on a given topic, research work.			
Required Reading:			
1. Šešić Dragičević, M. and Stojković B., Culture - management, animation, marketing, Belgrade, Clio, 2011.			
2. Draker, P., My view of management, Novi Sad, Adigees, 2003.			
3. William, J. B., Management and Art, Belgrade, Clio, 2009.			
4. Djukic, V., State and culture: studies of contemporary cultural policy, Belgrade, Institute of Theater, Film, Radio and Television, Faculty of Dramatic Arts, 2010.			
Weekly Contact Hours: 2	Lectures: 2	Practical work: 2	
Teaching Methods:			
Group lectures with the use of supplementary teaching material.			
Knowledge Assessment (maximum of 100 points): 100			
Pre-exam obligations	points	Final exam	points
Active class participation	20	written exam	
Practical work		oral exam	40
Preliminary exam(s)	20	
Seminar(s)	20		
The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.			