

Course Unit Descriptor

Study Programme: Audiovisual media			
Course Unit Title: Management in Culture 2			
Course Unit Code: PRO6			
Name of Lecturer(s): Dragin R. Dusica			
Type and Level of Studies: Undergraduate academic studies			
Course Status (compulsory/elective): Compulsory/Elective			
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: 3			
Prerequisites: A pass grade in the exam of Management in Culture 1			
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>			
Fundamentals of the cultural economics, culture financing, sponsorship in culture, fundraising, project management, basic project forms in culture, complex project forms in culture, creative industries, entrepreneurship in culture, audience development, legislation and strategic documents in the field of culture and media.			
<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. Tausi, R., Economics of Culture, Belgrade, Clio, 2012.			
3. Tarner, S., All about sponsorship, Belgrade, Clio, 1994.			
4. Krol B., and Fine, K., Successful fundraising, Belgrade, Clio, 2005.			
5. Hartley, J., Creative Industries, Belgrade, Clio, 20007.			
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.			