

Cultural Management

Code: 100031
ECTS Credits: 6

Degree	Type	Year	Semester
2502758 Humanities	OB	3	1

Contact

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Use of Languages

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

Prerequisites

There is not

Objectives and Contextualisation

- Knowing and approaching the reality of cultural management in Catalonia.
- Build a vision of cultural management as an instrument for transformation and social cohesion.
- Acquire knowledge about the design, implementation and evaluation of a project in the field of cultural management.
- Incorporate and apply from a critical and reflective perspective elements related to cultural management in a context of complexity.

Competences

- Critically analysing today's culture and its historical conditions.
- Designing, producing, disseminating and commercializing a cultural product.
- Identifying the historical processes of contemporary culture.
- Interpreting social and cultural diversity.
- Producing innovative and competitive proposals in research and professional activity.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.

Learning Outcomes

1. Analysing the cultural policies of Catalan and Spanish institutions.
2. Assessing the advantages and disadvantages of globalisation regarding cultural management.
3. Assessing the models of cultural production of the EU countries.
4. Critically assessing experiences, materials and proposals.
5. Designing strategies of local cultural management.

6. Examining the models of cultural policies produced throughout history.
7. Formulating initiatives of cultural production in the fields of publishing, heritage, etc.
8. Programming sustainable cultural activities.
9. Summarising characteristics of a written text according to its communicative purposes.

Content

PRESENTATION

This material is based on the conviction that cultural management is an i

BLOCK 1: Contextualization of cultural management in a context of complexity

Contextualization of cultural management:

- 1.1. Origin and news.
- 1.2. Areas of action
- 1.3. Career opportunities

Approach to the organization.

Approach to management

Cultural management in a multicultural context.

Cultural management at the service of social transformation through immr

BLOCK 2: Planning as a key and transversal element in cultural manage

- 2.1. Approach to planning: definitions, justification, nature and principles.
- 2.2. Planning development: types, functions and levels.
- 2.3. In-depth planning: difficulties and proposals.

BLOCK 3: Some variables for the diagnosis of organizations in the frame

- 3.1. The purpose of the organization
- 3.2. Territorial and sectoral dynamics
- 3.3. Framing in the context of other policies
- 3.4. Technical, demographic, infrastructure, legal and economic factors
- 3.5. The organizational structure and the functions and teamwork
- 3.6. The organizational culture and the ideologies of the organization
- 3.7. Communication with the territory: community vision and coordination
- 3.8. Gender Perspective in Cultural Management.

BLOCK 4: The design, implementation and evaluation of socio-cultural a

- 4.1. The mission
- 4.2. The Strategic Plan, the project program
- 4.3. Approach to the design of a project in cultural management
- 4.3.1. The project as an element for the professional consolidation of cul
- 4.3.2. Initial considerations, objectives, strategies, activities and indicator
- 4.4. Analysis of needs, definition, levels, justification, dimensions and rec
- 4.5. Types, phases, methods, criteria and instruments for evaluating a pr

BLOCK 5: Quality control systems

- 5.1. Control: definition, functions, types, phases, and requirements
- 5.2. Some instruments for quality control

Methodology

The methodology combines the following elements and spaces:

Spaces of master class
Guided practical activities

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Supervised activities (support teamwork, tutorials)	50	2	4, 5, 7, 8, 2
Type: Autonomous			
Autonomous activities (study, reading and pre-publication of work)	25	1	4, 5, 8, 9

Assessment

The evaluation system will be carried out from individual work and group work.

As an indispensable requirement to pass the subject, both parts must be

Individual work

Corresponds to block 1 of the agenda.

During the month of October a document will be presented with the indic: It will consist of an essay and will represent 30% of the final grade.

Work in group

Corresponds to blocks 2, 3 and 4 of the syllabus.

During the month of October a document will be presented with the indic: It's about designing and presenting in class, a cultural project and suppo:

Tutorials and participation in class

During the elaboration of group work, a minimum of two group tutorials w Also, active and critical participation in class will be considered positively It accounts for 10% of the final mark.

As mechanisms for recovery, and in the following cases, two possibilities

- 1) Not having passed the individual work: performing a new one, based c
 - 2) Not having passed the group work: carry out a written test on the date
- Therefore, only one of the two main items is recoverable - Individual worl
The criterion for considering an unvaluable student is:
Not having submitted the individual work and not having been part of any

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
GROUP WORK (design and tutorials)	30 %	40	1.6	5, 9
GROUP WORK (preparation and defense)	30%	10	0.4	6, 7, 8
INDIVIDUAL WORK	30%	22	0.88	1, 3, 9, 2
PARTICIPATION AND TUTORIES	10%	3	0.12	4

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