UAB
Universitat Autònoma
de Barcelona

2021/2022

Cultural Management

Code: 100031
ECTS Credits: 6

Degree	Type	Year	Semester
2502758 Humanities	OB	3	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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

BLOCK 2: Planning as a key and transversal element in cultural manage⸱
BLOCK 3: Some variables for the diagnosis of organizations in the frame⸱
BLOCK 4: The design, implementation and evaluation of socio-cultural a⸱
BLOCK 5: Scenarios of Cultural Management in Catalonia

Methodology

The methodology combines the following elements and spaces:

Spaces of master class
Guided practical activities
Supervised work spaces for the realization of group work
Interventions by cultural management professionals

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

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 based on an individual work related to Block 1, a group work related to Block 2, 3 and 4 and a work of reflection and self-evaluation related to the assumption of the contents given throughout of the subject.

As an indispensable requirement to pass the subject, it is necessary to have completed and passed both parts, with a minimum numerical mark of 5.

Individual work

Corresponds to block 1 of the syllabus.

During the month of October, a document will be delivered with the indications for carrying out this individual work, together with the guidelines on the complementary bibliography for its elaboration.

It will consist of an essay and will account for 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 delivered with the indications for carrying out this group work, together with the guidelines on complementary experiences for its elaboration.

It is a design and presentation in class, of a cultural project and represents 60% of the final grade, divided into two percentages of 40 and 20% corresponding to each of the two aspects. "

Tutoring and class participation

During the elaboration of the group work it will be necessary to carry out a minimum of two tutorials in group (exposition of the thematic and the initial idea and defense of the elaborated project).

Also, active and critical participation in class will be considered positive.

It represents 10% of the final grade.

As recovery mechanisms, and in the face of the following assumptions, two possibilities are foreseen:

1) Not having passed the individual work: carry out a new one, based on the teacher's guidelines and opting for a maximum grade of 5.
2) Failure to pass the group work: take a written test on the date set by the Faculty.
Thus, only ONE of the two main items - Individual work or Group work (Design) - of the continuous evaluation process can be recovered.

Plagiarism

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for thisactivity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

Multiple and complex scenario forecasting

In the event that the tests cannot be done in person, their format will be adapted (maintaining their weighting) to the possibilities offered by the UAB's virtual tools. Homework, activities and class participation will be done through forums, wikis and / or discussion discussions through Teams, skype etc. The teacher will ensure that the Student can access it or offer alternative means, which are within his / her reach.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Individual reflection and self-evaluation	10%	3	0.12	4
GROUP WORK (design and tutorials)	40 %	40	1.6	5, 9
GROUP WORK (preparation and defense)	20%	10	0.4	6, 7, 8
INDIVIDUAL WORK	30%	22	0.88	1, 3, 9, 2

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Software

Microsoft Office; Canva