

Degree	Type	Year
Humanities	OB	3

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

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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 course is based on the conviction that cultural management is an ideal and privileged instrument for sociocultural transformation and cohesion in our society. Its contents revolve around this principle.

The sessions combine theoretical aspects with real-life experiences and projects, using applied approaches through Project-Based Learning. In this way, the learning processes are carried out in parallel and combine inductive and deductive processes. Throughout the sessions, cultural management professionals will be invited to delve deeper and expand the course content.

Syllabus

1. Contextualization of cultural management and the humanities in a context of complexity.
2. Scenarios of Cultural Management in Catalonia.
3. Planning as a key and transversal element of cultural management.
4. Variables for diagnosing organizations within the framework of cultural management.
5. The design and implementation of cultural management projects.
6. Evaluation and social return of cultural management projects.

Activities and Methodology

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)	30	1.2	4, 5, 8, 9

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
GROUP WORK (design and tutorials)	40 %	40	1.6	5, 8, 9
GROUP WORK (preparation and defense)	20%	10	0.4	6, 7, 8
INDIVIDUAL BRIEFCASE AND SELF-EVALUATION	20%	10	0.4	4, 3, 6, 7, 9, 2
INDIVIDUAL WORK	20%	10	0.4	1, 5, 6, 7, 9

Proposal

There will be four assessment items, of at least two different types, none of which will account for more than 50% of the final grade. Details will be published on the course's Moodle campus.

In justified cases, it is possible to design and defend the cultural management project individually. This must be communicated to the instructor by September 30, 2025.

To pass the course through continuous assessment, a minimum score of 5 points is required.

Students will receive a grade of "Not Assessable" provided they have submitted no more than 20% of the assessment activities.

Single assessment

You will be informed of the date of the theory test and the delivery of the activities in the Virtual Campus. You will have to hand in two activities and take a theory test:

- Theory test: 40%
- Design of a cultural management project proposal: 40%
- Individual work: 20%

Recovery: The same recovery system as for the continuous evaluation will be applied.

In the event that the student does not present/make the three pieces of evidence for the single evaluation, the subject will be left as "Not evaluable".

The revision of the final qualification follows the same procedure as for the continuous evaluation.

Plagiarism

If the student commits any irregularity that can cause a significant variation in the grading of an evaluation, this will be graded with 0, regardless of the disciplinary process that is initiated. If there are several irregularities in the evaluation records of the same subject, the final grade for that subject will be 0. Evaluation records with irregularities will not be recoverable.

Use of AI

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of the assignment, provided that the final result reflects a significant contribution from the student in personal analysis and reflection. Students must clearly identify which sections were generated with this technology, specify their undertakings, and include a critical reflection on how these have influenced the process and final outcome of the assignment. Lack of transparency in the use of AI is considered academic dishonesty and may result in a penalty on the assignment grade, or greater penalties in serious cases.

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Software

Microsoft Office; Canva and Genially.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
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(PAUL) Classroom practices	1	Catalan	first semester	morning-mixed
(TE) Theory	1	Catalan	first semester	morning-mixed