

ΠΕΡΙΓΡΑΦΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΥΠ212	Semester	2
Course Title	Culture, Economy, and Creative Industries		
Autonomous Teaching Activities	Weekly Teaching Hours	Credits	
Lectures	3	5	
Tutorials	2		
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area		
Prerequisites:	No		
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students			
Course Page (URL)	https://eclass.uth.gr/courses/CULT_U_296/		

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will be able to:

- Know the different sectors of Cultural and Creatives Industries and distinguish their specific features.
- Think critically the interrelation between politics, economy, and culture in cultural and creative sectors.
- Understand critically key concepts related to created and cultural industries, including creativity, innovation, consumption, commercialization.
- Recognize the sector's impact on our contemporary society

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

*Production of new research ideas Project design and management
 Respect for diversity and multiculturalism
 Respect for the natural environment
 Demonstrate social, professional and ethical responsibility and gender sensitivity
 Exercising criticism and self-criticism
 Promoting free, creative and inductive thinking*

The course aims at cultivating the following skills:

- Research, analyze and synthesize data and information, using the necessary technologies
- Independent work
- Exercising criticism and self-criticism
- Promoting free, creative and inductive thinking

3. Course Content

The topics covered in the course include:

The course explores the economic aspects of culture as they emerge through cultural and creative industries. It acquaints students with the different cultural and creative sectors: television and radio, music and film production, advertisements, museums and libraries, software production, design, etc. Analyzing the products of these industries as commodities with symbolic and social power, it asks critical questions that link culture to entrepreneurship, creativity, innovation, technology and politics.

Course content

1. Introduction: Course outline and objectives, method of evaluation
- 2-3. What do we mean by the Cultural and Creative Industries? Presentation of the different sectors of Cultural and Creatives Industries.
- 4-5. Key concepts related to Cultural and Creative Industries, such as creativity, innovation, consumption (mass consumption, conspicuous consumption), commodification/commercialization
6. Politics and Cultural and Creative Industries. The regulatory role of states and international organizations (e.g. UNESCO)
7. Economy and Cultural and Creative Industries. Culture as commodity. Creative economy
8. Economy and Cultural and Creative Industries. Case study: Art and economy
9. Leisure and Cultural and Creative Industries. Case study: Cultural tourism
- 10-11. Working in the Cultural and Creative Industries. Students will get in touch with people working in the sector.
- 12-13. Consumption and Cultural and Creative Industries. How the products of the creative industries are consumed.
14. Returning to the first question: How can we understand the rise of creative industries in our contemporary society, and why do they matter to us?

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence
Use of IT's in teaching and communication with students	<ul style="list-style-type: none"> • PowerPoint presentations • Support Learning Process via the e-class platform • Electronic communication with students • Use of MS-Teams

<p style="text-align: center;">Teaching Structure</p> <p><i>The methods of teaching are described in detail</i></p> <p><i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.</i></p>	Methods	Semester Work Load
	Lectures and seminars	39
	Practical exercises	30
	Autonomous study	56
	<p>Course Total</p> <p>(25 Hrs. Work Load per Credit Unit)</p>	125
<p style="text-align: center;">Student Evaluation</p> <p><i>Description of the evaluation procedure</i></p>	<p>1. Written exams (70%)</p> <ul style="list-style-type: none"> - Essay development questions - short answer questions <p>2. Practical exercises (30%)</p> <p>Individual or/and team exercises conducting during the courses</p> <p><i>The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.</i></p>	

5. Recommended Readings

Advised Bibliography:

- Βασίλης Αυδίκος, *Οι πολιτισμικές και δημιουργικές βιομηχανίες στην Ελλάδα*, εκδόσεις Επίκεντρο, Αθήνα 2012.
- Ν. Βερνίκος, Σ Δασκαλοπούλου, Φ. Μπαντιμαρούδης, Ν. Μπουμπάρης, Δ. Παπαγεωργίου (επιμ.), *Πολιτιστικές βιομηχανίες*, εκδόσεις Κριτική, Αθήνα 2005.
- Φιλήμων Μπαντιμαρούδης, *Πολιτιστική επικοινωνία. Οργανισμοί, θεωρίες, μέσα*, Κριτική 2011
- Craig Prichard, «Creative selves? Critically reading 'creativity' in management discourse», *Creativity and Innovation Management* 2002, 11(4), 265-276.
- Richard Florida, *The Rise of the Creative Class: And how It's Transforming Work, Leisure, Community, and Everyday Life*, Basic Books New York, Νέα Υόρκη 2002, 1–17 (Ch. 1: The transformation of everyday life).
- Robert J. Sternberg, «The Nature of Creativity», *Creativity Research Journal* 2006, Vol. 18, No. 1, 87–98.
- Keith Negus, Michael Pickering, «Creativity and cultural production», *International Journal of Cultural Policy* 2000, 6(2): 259-282.
- Chris Bilton, Ruth Leary, «What can managers do for creativity? Brokering creativity in the creative industries», *International Journal of Cultural Policy* 2002, 8 (1), 49-64.

Journals

- Creative Industries Journal
- Creativity Research Journal
- International Journal of Cultural Policy

