

ΠΕΡΙΓΡΑΜΜΑ 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	ΕΠ115	Semester	
Course Title	Introduction to cultural management		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures and Tutorials		3	6
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area		
Prerequisites:			
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students			
Course Page (URL)			

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:

- Have acquired specialised theoretical knowledge of the core concepts and characteristics of the field of cultural management and its areas of application
- Have become familiar with management models in the cultural sector and have understood the fundamental principles of project financial management
- Have engaged with methodologies for audience development and deepening through the study of cultural organisation case studies
- Have gained a comprehensive understanding of the profession of cultural manager and contemporary career pathways in the field

Skills:

- Are able to understand the theoretical principles, the necessity and the practical applications of cultural management across sectors of cultural production
- Are familiar with contemporary management models in the cultural sector and are able to formulate judgements that incorporate the application of their knowledge to core principles of project planning, management, and audience development
- Possess the necessary learning skills to continue their studies in cultural management in an autonomous manner

Competences:

- Are able to describe the concept of cultural management and the processes surrounding it across a range of cultural production sectors
- Can theorise the knowledge they acquire on audience development through its application in real or simulated conditions
- Actively participate in the planning and implementation of voluntary cultural activities, applying core principles of cultural management

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

- Project planning and management
- Independent work
- Generation of new research ideas
- Exercise of critical thinking and self-reflection
- Promotion of free, creative and inductive thinking

3. Course Content

This introductory module aims to familiarise students with the core concepts and characteristics of cultural management as both an academic discipline and a professional practice. The syllabus covers a range of topics relating to the history of the field, the role of cultural managers, and management tools such as strategic planning, audience mapping and audience research for cultural organisations.

- Introduction to the history of the field of cultural management
- The role of cultural managers: professional profile and responsibilities
- The concept of “dual empathy” and stakeholder management
- Strategic planning: SWOT analysis, strategic planning frameworks, core audience mapping tools, new forms of funding
- Core principles of project planning and management
- Audience development and deepening methodology (case studies)
- Cultural management and emerging challenges

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• PowerPoint presentations • Support Learning Process via the e-class platform • Electronic communication with students	
Teaching Structure <i>The methods of teaching are described in detail</i> <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>	Methods	Semester Work Load
	Lectures and seminars	39
	Study and analysis of literature	56
	Individual assignment (optional)	30
	Course Total (25 Hrs. Work Load per Credit Unit)	125
Student Evaluation <i>Description of the evaluation procedure</i>	Assessment Process • Participation in lecture discussions: 10% • Individual Assignment (optional): 30% • Written examination at the end of the semester: 60% (90% if no assignment is submitted)	

	Student Assessment Methods • Participation in lecture discussions • Written examination with essay questions and problem-solving tasks Communication of Assessment Criteria • In the undergraduate programme study guide • On the module website
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5. Recommended Readings

Advised Bibliography:

Karpodini-Dimitriadi, E. (2013). Lifelong Learning and Culture: The Synergy of Cultural Management. Nisos. (in greek)

Lekakis, S., & Pantzou, N. (Eds.). (2021). Introduction to Heritage Management. Asini Publications. (in greek)

Bilton, C. (2023). *Cultural Management: A Research Overview*. Routledge Focus.

DiMaggio, P. (1987). Managers of the Arts: Careers and opinions of senior administrators of U.S. art museums, symphony orchestras, resident theaters, and local arts agencies. Seven Locks Press.

Pick, J., & Anderton, M. (1980). *Arts Administration*. E & FN Spon.

Jancovich, L. (2017b). The participation myth. *International Journal of Cultural Policy*, 23(1), 107–121. <https://doi.org/10.1080/10286632.2015.1027698>

The Audience Agency. (2020). *Creating an Effective Audience Development Plan*. The Audience Agency. <https://www.theaudienceagency.org/asset/2157>

Journals:

Journal of Cultural Management and Cultural Policy

<https://jcmcp.org/?lang=en>

European network on cultural management and policy

<https://www.encatc.org/>

The Audience Agency

<https://theaudienceagency.org/en>