SYLLABUS

1. Course title:

Management in Culture I, Course: Culture and Management and Project Man

2. Code:

MIC I

3. Cycle of study:

1

4. ECTS credits:

9

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

Completed pre-requisites. Seminars. Colloquia. Semester review of work of MIC I

7. Class restrictions:

Only students of the study program - Department of Production.

8. Duration / semester:

1 2

9. Weekly contact hours:

9.1. Lectures:	4
9.2. Seminars:	4
9.3. Laboratory/Practice classes:	

10. Faculty:

Academy of Dramatic Arts

11. Department/study program:

Production

12. Lecturer:

13. Lecturer's e-mail:

14. Web site:

15. Course aims:

- Culture and Management and Project Management.
- The significance of management in culture.
- Strategic planning and designing in culture.
- Basics of project management and organizational development.

16. Learning outcomes:

Ability to manage the skills of a managerial profession in culture through projects, which are appropriate to the size and the content of this kind of professional provocation. Knowledge of project management skills, strategic planning in culture based on developmental characteristics.

17. Course content:

Module 1: The Meaning of Management in Culture
1. Introduction: Culture and Management. Defining concepts of culture and management (management). What is cultural management? Rage and History. Reasons for and against the management in the cultural sector. Profiling the profession of managers in culture.
2. Similarities and differences of management in the economic and cultural sector. The field of management management in culture. Theories of management in culture. How much management and marketing theory can be applied to the culture sector? Ethical issues in culture management.
3. Types and forms of cultural management. Cultural needs and their significance for cultural management. Social implications of cultural management A look at cultural policy. Cultural development and planning of community cultural development.
4. Strategic planning as the basis of cultural management. Features of successful cultural management - psychosocial approach.
5. Management skills for managing organizations and projects of culture and art. Creating a strategy for cultural management. Creating a Strategic and Business Plan.

Semester review - seminars + colloquium

Module 2: Strategic Planning and Design in Culture
6. Development and implementation of a cultural management strategy. Supervision of the implementation and measurement of the effects of cultural management.
7. Evaluation in cultural management - the mode of implementation and significance. Leadership in Culture Management.
8. Basics of project management in cultural projects. Examples of event management. The concept and meaning of events in cultural management.
9. Forms of diffusion of culture. Types of events (manifestations, events) in culture: exhibition, forums, lectures.Four events (events, events) in culture: stage and music programs.
10. Concept of Project Management in the Cultural Sector. Management Factors in Culture Time Management.

II semester review - Seminars + colloquium

Module 3: Basics of Project Management and Organizational Development.
11. Culture Management Factors: Quality Management. Permanent and project organization in the cultural sector - similarities and differences.
12. The culture of organization, business culture, business policy and business philosophy are the basic types and ways of differentiating organizations in cultural management. Organizational development and its strategy.
13. Tensions in cultural management projects. Ways to Eliminate Tension. Critical Points - Recognition and Elimination. Setting up and developing a project in cultural management. Project management approach.
14. Implementation and realization of a cultural project. Design and structure of project teams.
15. Managing concrete project factors.

Final Exam - Seminars + Oral Exam

18. Learning methods:

Teaching methods:
- lectures
- practical lessons
- seminars
- consultations

19. Assessment methods:

-semester review of work I
- semester final exam
- semester correction exams I and II

20. Assessment components:

-semester review of work I
- semester final exam
- semester correction exams I and II

21. Required reading list:

Professional literature:

- Srdjan Vukadinović: Produkcija umjetničkih djela – projekti, Niš-Podgorica, 2011.
Mijat Damjanović: Menadžerska revolucija, Beograd, 1990.
Whitlock, Charles: Krumme Dwone: Crivellane Donald: Menadžment u akciji, Beograd,1990.
Aleksandar Đuđerović: Menadžment u pozorištu, Beograd 1983.
Dragojević, Sanjin/Žiljak, Tihomir (ur)
Organizacijski razvoj i strateško planiranje: grad Zagreb, Zagreb, Pučko otvoreno učilište, 2008.
Dragojević, Sanjin, 2007, Europske kulturne politike (doktorska disertacija), Zagreb
Duda, Dean, 2002, Kulturalni studiji. Ishodišta i problemi, Zagreb, AGM
Eagleton, Terry, 2002, Ideja kulture, Zagreb, Liber
Hebdige, Dick, 1980, Potkultura. Značenje stila, Beograd, Rad
Kulturna politika Republike Hrvatske, Nacionalni izvještaj, Zagreb 1998.
Katunarić, Vjeran, 2007, Lica kulture, Zagreb, Antibarbarus
Strategija kulturnog razvitka. Hrvatska u 21. stoljeću, Zagreb 2001.
Castells, Manuel, 2002, Moć identiteta, Zagreb, Goldenmarketing
Milena Dragičević Šešić, Sanjin Dragojević: Art management in turbulent times, European culture foundation, Amsterdam 2005.
Adizes Isak: Life cycles of enterprises, Adizes Institute, LA 1980.
Joost Smiers: Art Under Pressure, Zed Books, London – New York 2003.
Anne Kelley, Marianne Fitzgibbon: From Maestro to Manager, Dublin 1997.
Milena Dragičević Šesić, Branimir Stojković: Culture – Management, Animation, Marketing, Belgrade 2002.
Ruth Rentschler: Is Creativity a MatSrdjan Vukadinović: Profesija producenta i savremeno doba, u zborniku Fakulteta dramskih umetnosti, Beograd, 21, 2012.
- Danka Mandžuka: Projektna organizacija pozorišta, Beograd, 2003;
- Srdjan Vukadinović: Organizacija nacionalnog teatra, Podgorica, 1995;
- Darko Lukić: Produkcija i marketing u pozorištu, Zagreb, 2006;
- Ivan Supek: Ispitivanje javnog mnjenja, Zagreb, 1987;
- Marija Bogdanović: Metodološke studije, Beograd, 2003.

22. Web sources:

23. Applicable starting from the academic year:

2013/14

24. Adopted in the Faculty/Academy session:

19.06.2013.