SYLLABUS

1. Course title:

Management in Culture III, Course: Models of cultural institutions

2. Code:

MIC III

3. Cycle of study:

1

4. ECTS credits:

5

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

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

7. Class restrictions:

Only students of the study program - Department of Production.

8. Duration / semester:

1 4

9. Weekly contact hours:

9.1. Lectures: 2

9.2. Seminars: 2

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:

- Models of cultural industries.
- Public and cultural co-operation.
- Cultural sponsorship.

16. Learning outcomes:

Knowing the skills and methods of adapting management to culture and art of scarcity, the demands of cultural industries as the most modern form of managerial provocation on the labor market in culture and art.

17. Course content:

Module 1: Public and Cultural Co-operation
1. Public Relations in Thrall Management - The Importance, Role and Place of Media.
2. Human management - human resource management or human capital in the cultural sector. Recent changes in the nature of human resource management and establishment of new trends.
3. Mobility and Networking in Cultural Management.
4. Short history and development of European cultural co-operation.
5. Cultural industries. Development of culture and entertainment industry. Models of cultural industries.
6. Financing in Culture - Finance Management - Non-Profit Management. State funding of culture. Budget, marketing plan and fundraising.
7. Profit and non-profit organizations-similarities and differences. Privatization of culture.

Semester Review - Seminars + Colloquium

Module 2: Cultural Sponsorships.
8. Subsidies, sponsorships, donations, patronage, own revenues. Preparation of sponsorship offers and packages.
9. Funds, Funds and Foundations in Culture.
10. Entrepreneurship in Culture and Art - Basic Elements, Principles and Significance.
11. Total quality management.
12. Professional organizations, associations and trade unions - their role and importance in the system of cultural management.
13th Festival Culture. Festival Management.
14. Intercultural Artistic Projects in Contemporary Culture.
15. Impact of Cultural Policy on Management in Culture - Relationship and Interaction Influences. Introduction to Cultural Policy.

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:

Literature:
- Srdjan Vukadinović: Produkcija umjetničkih djela – projekti, Niš-Podgorica, 2011.

Professional literature:
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.