



General information	
Academic subject	Management of Cultural Activities
Degree course	LM89, Art History
Academic Year	2022-2023
European Credit Transfer and Accumulation System (ECTS):	6
Scientific sector	SECS – P/08
Language	Italian
Academic calendar (starting and ending date)	Second semester (27.02.2023 – 19.05.2023)
Attendance	Attendance is governed by the Course Didactic Regulations (art. 4) which can be consulted at the following link: w3.uniba.it/corsi/storia-arte/iscrivarsi/presentazione-del-corso/R.D.STORIADELLARTE20222023.pdf

Professor/ Lecturer	
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Department and address	Dipartimento di Economia e Finanza <i>Address: 53, Largo Abbazia Santa Scolastica</i>
Virtual headquarters	
Tutoring (time and day)	From Monday to Friday by appointment to be agreed with the teacher by e-mail at <i>53, Largo Abbazia Santa Scolastica</i>

Syllabus	
Learning Objectives	The course allows the acquisition of analytical and interpretative tools aimed at the thematic framework, both at a theoretical and practical level, of the logic and tools associated with the management and marketing of the different types of Cultural Institutions.
Course prerequisites	Knowledge of the basic principles of management is considered useful.
Contents	<ol style="list-style-type: none">1. Introductory framework. The course defines the methodological and conceptual framework of management applied to cultural institutions. After an initial introduction to the topic of management, the firms and cultural and creative institutions will be defined in their specificity, as well as the main problems of a management nature that organizations such as museums, archaeological sites, theaters, archives, libraries have to face in the current context of reference.2. Management tools. The main managerial tools available to cultural institutions to face current challenges will be presented: strategic planning and competitive strategies, valorization paths through the construction of innovative fruition experiences. Ample space will be reserved for the role of new technologies in building the user experience (virtual and augmented reality solutions, gaming, 3D printing, use of Big Data and Artificial Intelligence)

	<p>3. Marketing and Communication: An important part of the course will be dedicated to the role of Marketing applied to Cultural Institutions and to the logic and tools of dialogue and communication with their target audiences (users, customers, institutional stakeholders, tourists, financiers, etc.) also through innovative and digital tools.</p> <p>4. The relationship between Cultural Institutions and Tourism. The final part of the course is dedicated to the role that many cultural institutions assume as tourist attractors and an integral part of the tourist offer of a destination. In this sense, the relationship between cultural institutions, tourist demand and management of tourist destinations will be analyzed</p>
Books and Bibliography	<p>Books and Bibliography:</p> <p>Solima L. Management per l'impresa culturale. Carocci, Roma, 2018</p> <p>At the beginning of the course, the teacher reserves the right to present any further in-depth readings on specific aspects of the program</p>
Additional materials	<p>Additional bibliography for non-attending students: non-attending students are required to contact the teacher directly who will provide the additional bibliography to supplement the institutional program.</p>

Work schedule			
Hours			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	24	18	108
ETCS			
6			

Teaching strategy	<p>The lessons are managed through an active and constant involvement of the students in order to develop a critical sense on the subject of the course. In addition, examples and practical cases will be presented to be analyzed in the classroom.</p> <p>The frontal lectures are systematically supported by the projection of images and PowerPoint presentations that stimulate the active and critical participation of the students.</p>

Expected learning outcomes	
Knowledge and understanding on:	<ul style="list-style-type: none"> ○ knowledge of the issues underlying the discipline; ○ ability to analyze and frame the current challenges in terms of management in a critical way, recognizing the specificities of cultural institutions

Applying knowledge and understanding on:	<ul style="list-style-type: none"> ○ recognition, commentary and contextualization of the management tools available to cultural institutions and of the forms and methodologies of dialogue with their target audiences ○ self-check and ongoing evaluation during lectures and the presentation of case studies
Soft skills	<ul style="list-style-type: none"> • <i>Making informed judgments and choices</i> The course allows the acquisition of the capacity: <ul style="list-style-type: none"> ○ to critically rework the contents, linking the knowledge in a multidisciplinary way, applying them also to different situations, both on the thematic and methodological level; ○ to use correctly all sources -bibliographical and materials-, the methods and tools necessary for the filing, cataloging and study of contexts and finds and the field survey. • <i>Communicating knowledge and understanding</i> The course allows: <ul style="list-style-type: none"> ○ to acquire a good level of control of the code of the written and oral language through the direct involvement of the students in the presentation in the classroom -in seminarial form and through multimedia instruments- of thematic insights based on examples also related to neighboring territories that allow the direct recognition of the monument; ○ direct contact with the contexts object of study, also through visits and inspections, that induces the student to participate actively in the disciplinary path and then to exercise the communicative tool; ○ to experience 'group work' in an integrated, interdisciplinary and complementary way, with diversified and defined autonomy levels. The latter, in particular, is an important aspect to be highlighted in relation to the professional figure of the archaeologist, which involves the organization of the work in research team and the acquisition of diversified competences. This exercise is also linked to the field activities promoted by the degree course • <i>Capacities to continue learning</i> In order for the student to become increasingly autonomous in the research activity, the course aims: <ul style="list-style-type: none"> ○ the constant self-test of acquired compétences; ○ the integration between the various sectoral viewpoints in organically constituted synthetic frameworks; ○ the learning capacity is also enhanced and monitored in the individual study envisaged, in the course of frontal didactics, of the seminarial activities, of the exercises and in laboratory; the acquired learning capacity allows to work in full autonomy integrating the formative and experiential path also in research contexts.

Assessment and feedback	
Methods of assessment	The final exam is an oral interview. The course does not provide for an intermédiaire test
Evaluation criteria	<ul style="list-style-type: none"> • Knowledge and understanding:

	<ul style="list-style-type: none"> - knowledge of managerial issues related to the discipline; - ability to analyze and frame the issues associated with management and marketing. <ul style="list-style-type: none"> • Applied knowledge and understanding: <ul style="list-style-type: none"> - recognition, comment and contextualization of management and marketing tools; - self-check and ongoing evaluation during seminar lessons and case presentations • Autonomy of judgment: <ul style="list-style-type: none"> - critical re-elaboration of the contents; - correct use of tools and methods; - correct and integrated use of all types of sources. • Communication skills: <ul style="list-style-type: none"> - describe and interpret, through the use of specific terminology. • Ability to learn: <ul style="list-style-type: none"> - demonstrate that they are able to critically manage the specific bibliography under examination and the essential research tools; - demonstrate that they are able to describe and interpret Cultural Institutions from an economic - managerial perspective and in the relationship between the market and their target audiences
Criteria for assessment and attribution of the final mark	<p>During the oral examination the student's knowledge and their abilities to apply theoretical and practical contents illustrated during the course will be assessed, also through the discussion of case studies.</p> <p>To pass the exam, the student must demonstrate to have enough knowledge and abilities in all the course topics. For the attribution of the final mark the ability to analyze and synthesize, the ability to carry out interdisciplinary connections, as well as the mastery of exposure will also be assessed.</p>
Additional information	<p>During the lessons, seminars on specific topics covered by the course may be provided by teachers and / or experts who will bring testimonials on case studies and best practices.</p> <hr/> <p>Degree Thesis</p> <p>The topics covered by the degree thesis are oriented towards specific in-depth studies on the topics covered by the course.</p> <p>The work setting is aimed at acquiring and maturing the following skills:</p> <ul style="list-style-type: none"> - collect and critically manage a thematic bibliography also in a foreign language; - re-elaborate, through writing, the information, proposing a personal vision of the topics; - organize a thematic development in a coherent and methodologically correct way, from the analytical approach to the contextualization of the synthesis, learning to circumscribe the subject being studied. <p>The exam calendar is published on the notice boards of the Degree Course and made available on the website of the same Degree Course. To register for the exam, you need to book through the Esse3 system and fill out the questionnaire on student opinion.</p>