General Information	
Academic subject	Culture Management
Degree course	Art History
Curriculum	LM89, Art History
ECTS credits	6 CFU
Compulsory attendance	Attendance is regulated in compliance with the university's regulations – see: https://www.uniba.it/corsi/storia-arte/iscriversi/presentazione-del-corso/regolamento-del-corso
Language	Italian

Subject teacher	Name Surname	Mail address	SSD
	Giosuè Prezioso		SECS-P/08

ECTS credits details			
Basic teaching activities	Culture Business and Management		

Class schedule	
Period	II Semester
Year	2021-2022
Type of class	Lectures Workshops

Time management	
Hours measured	150
In-class study hours	42
Out-of-class study hours	108

Academic calendar	
Class begins	February 21, 2022
Class ends	May 20, 2022

Syllabus	
Prerequisite requirements	Candidates shall be able to read, understand, and write an academically sound text.
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	- Acquire historical and conceptual knowledge of culture – and its meanings; - Critically analyze and understand the different taxonomies characterizing culture and its derived cultural policies; - Metabolize the historical and managerial progression of cultural activities from a historical, visual, economic, and social perspective; - Understand the conceptual, phenomenological, and legal categorization of different cultural activities – across media and genres; - Put into practice acquired theoretical skills through guided exercises and activities; - Work in group; - Exacerbate comparative reading and comprehension skills;

	- Public speaking and presentation(al) skills;
	- Collaborate with experts from the field to start a (simulated) cultural activity;
	- Develop financial and economic sensitivity in the creation and development of cultural projects;
	- Acquire and employ technical language from the field;
	- Develop foundational economic and financial sensitivity to design cultural activities;
	- Familiarize with documentation, paperwork, and bureaucratic material to start and manage both local and international cultural activities;
	- Acquire reading skills to assess the feasibility and strategization of cultural events;
	- Know the different legal procedures to activate and perpetuate cultural associations and entities;
	- Understand the legal implications of cultural activities from both a national and comparative perspective;
	- Legally analyze iconic case studies from the cultural industries world;
	- Develop lateral understanding of cultural events – their recuperative, social, economic, and ethical effects;
	- Explore new and emerging technologies for the creation and improvement of cultural activities.
Contents	**Focus on history**
	- Foundational and comparative views of culture
	- The fields of culture: cultural sectors and taxonomies; cultural policies
	- Historical survey of cultural events: from Paxton's EXPO to the metaverse
	- A legal, artistic, and critical survey and categorization of cultural activities
	Focus on economy and management
	- Projects and project-ing; working in project design and making; cultural projects; the foundation of project-ing; the complexity of cultural projects;
	- Project design: projects' genesis; starting off a project; strategic profiling; project coordinates; project conceptualization;
	- The identification of the cultural *need*; brainstorming, research-ing and spin-off-ing;
	- Intercepting resources and sponsors;
	- Feasibility check; project plan; project communication(s);
	- From theory to practice: creation, installation, and closure; post-event considerations
	Focus on law and ethics
	- Cultural organization; law formations; the (culture) project manager and his/her team
	- The legal implications of cultural activites
	- Intellectual property, copyrights, liability

	• SWOT analysis of cultural activities • Culture to recuperate: case studies analysis **Focus on technology** • Devices, software and new realities for culture; • Design, launch, and manage cultural activities in the 4.0 era.
Course program	
Bibliography	Argano, Lucio. *Manuale di Progettazione della Cultura, Franco Angeli editore,* 2019
Notes	
Teaching methods	Frontal teaching Group project and work Seminars held by international experts Field trips End-of-course project
Assessment methods (indicate at least the type written, oral, other)	Group project (25%) Mid-term exam (25%) Final exam (50%)
Evaluation criteria (for each learning outcome expected said, describe what you expect the student knows or is able to do and at what level, in order to demonstrate that a learning outcome has been achieved and at what level)	In reference to the previous section, students shall demonstrate to have acquired organizational, group, rhetorical, and presentational skills.
Further information	Meeting hours: every Friday after class, 5:20 pm