

Subject card

Subject name and code	Cultural Economics, PG_00116109						
Field of study	Management of Artistic Institutions						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2026/2027		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group Humanistic-social subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			3.0		
Learning profile	practical	Assessment form			exam		
Conducting unit	Division of Research into the Performing Arts -> Institute of English and American Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Pawłowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	<p>Mission:</p> <p>To introduce students to the theory of economics and controversies related to cultural economics, so that they are able to independently navigate this area, based on the knowledge they have obtained.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_W06] They are acquainted with the relationships and interdependencies between theoretical and practical aspects within their chosen specialty in the field of arts management, applying this knowledge in managerial tasks and/or the implementation of artistic projects.	Knows the connections and dependencies between theoretical and practical elements in the field of cultural economics; uses this knowledge in his/her work as a manager.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZIAL3_U01] They are able to apply their knowledge of arts studies, management and quality studies, and literary studies to solve cognitive problems and carry out professional tasks in managing arts and cultural institutions, and/or in realizing their own artistic designs, particularly in stage practice, selecting appropriate methods and tools.	Can proficiently search, interpret and select information related to cultural economics using various sources, media and technologies and formulate independent conclusions based on it, presented in the form of a case study.	[SU2] presentation/project/paper/report
	[ZIAL3_W08] They are acquainted with the fundamental economic, legal, ethical, and social determinants of managerial activity in the arts and culture sector and/or the practice of the artist's profession.	Knows the basic economic, legal, ethical and social conditions of managerial activity in the field of art and culture.	[SW4] test/exam - oral or written
	[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills; they understand the importance of ongoing learning and professional development in managerial and/or artistic activity.	Is ready to critically evaluate his/her knowledge of cultural economics and related skills; understands the need for continuous education and professional development in managerial activity.	[SK2] presentation/project/paper/report
	[ZIAL3_U03] They are capable of communicating effectively using specialized terminology in arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Is able to communicate using specialized terminology in the field of cultural economics.	[SU2] presentation/project/paper/report
	[ZIAL3_W01] They possess an advanced level of general knowledge in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Has an advanced level of basic general knowledge in the field of cultural economics.	[SW4] test/exam - oral or written
	[ZIAL3_W03] They possess detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	Has detailed knowledge of selected issues in the field of cultural economics, focused on practical applications in managerial activity.	[SW2] presentation/project/paper/report
	[ZIAL3_K02] They are prepared to implement their knowledge of fields such as arts studies and management and quality studies; they are willing to seek expert opinions when implementing managerial and/or artistic tasks, whether those tasks are self-defined or assigned by others.	Willingly cooperates in a team, whose work he/she also knows how to manage.	[SK2] presentation/project/paper/report

Subject contents	<ol style="list-style-type: none"> 1. Introduction to economics and the main economic schools in the context of cultural economics, 2. Objectives of economic policy in the context of cultural development, the role of the state in the economy and market imperfections, 3. Basics of strategic analysis of the cultural sector environment, 4. Basic risks in the environment of the cultural sector, 5. Cultural and creative sectors and their characteristics, 6. The importance of culture in economic development, 7. Public goods and private goods, 8. The taxation system and its impact on cultural undertakings, 9. Lobbying and interest groups in the cultural sector, 10. The contemporary labor market and the economics of culture. <p>Doubts and discussion issues related to the issues discussed during classes will be resolved during consultations.</p>											
Prerequisites and co-requisites	Choice of the managerial specialization. In justified cases, the lecturer may decide otherwise.											
Assessment methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Subject passing criteria</th> <th style="width: 30%;">Passing threshold</th> <th style="width: 30%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>presentations in project groups</td> <td>51.0%</td> <td>50.0%</td> </tr> <tr> <td>written test</td> <td>51.0%</td> <td>50.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	presentations in project groups	51.0%	50.0%	written test	51.0%	50.0%
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Recommended reading	<p>Basic literature</p> <p>Supplementary literature</p> <p>eResources addresses</p>	<ol style="list-style-type: none"> 1. R. Towse, <i>Ekonomika kultury - kompendium</i>, wyd. NCK, Warszawa 2011. 2. J.E. Stiglitz, <i>Ekonomia sektora publicznego</i>, PWN, Warszawa 2022. 3. G. Gierszewska, M. Romanowska, <i>Analiza strategiczna przedsiębiorstwa</i>, PER, Warszawa 2010. 4. G. Szczodrowski, J. Kempa, <i>Transformacja polskiego systemu podatkowego w latach 1989-2021</i>, wyd. UG, Gdańsk 2021. <p>n/a</p>										
Example issues/ example questions/ tasks being completed	<p>In 2022, the majority of artworks and antiques sold were paintings. TRUE-FALSE</p> <p>In competitive environment analysis, we consider customers and suppliers. TRUE-FALSE</p> <p>The largest surplus of total revenues over costs in the cultural and creative sectors occurred in micro-enterprises. TRUE-FALSE</p>											
Work placement	Not applicable											

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