

**Subject card**

<b>Subject name and code</b>	Cultural Project Management, PG_00145075						
<b>Field of study</b>	Management of Artistic Institutions						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study Humanistic-social subject group Subject group related to practical vocational preparation		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	2	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	3	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	practical	<b>Assessment form</b>					
<b>Conducting unit</b>	Zakład Badań nad Sztukami Scenicznymi -> Instytut Anglistyki i Amerykanistyki -> Faculty of Languages						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Konrad Knoch				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	30		2.0		18.0	50
<b>Subject objectives</b>	<p>Introducing to strategies for creating cultural projects, elements of project planning, management, collaboration, partnership building, and communication within the project, as well as the practical application of these elements. The course aims to familiarize students with funding possibilities for cultural projects, sources of funding at local, national, and international levels, the logic and documentation of grant competitions, and the principles of creating applications. Students will also learn about innovations in management, such as Teal Management and talent management concepts.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_W02] They have an advanced understanding of fundamental theories, methodologies, and terminology in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Knows specialized terminology and various methods and techniques for preparing project documentation.	[SW2] presentation/project/paper/report
	[ZIAL3_K04] They are prepared to make independent decisions, critically assess their own actions, those of the teams they lead, and the organizations they are involved in. They are ready to take responsibility for the consequences of these actions, particularly in their managerial and/or artistic activity.	Takes responsibility for their independent and autonomous decisions in preparing project concepts and documentation.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[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.	Uses acquired knowledge to solve cognitive and practical problems related to cultural projects management. Is ready to seek expert opinions when encountering difficulties in solving problems independently.	[SK5] implementation of a problem task
	[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.	In creating project documentation, uses specialized terminology.	[SU2] 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.	In creating project documentation, uses specialized methods, and tools, including modern and advanced information and communication technologies, to solve problems.	[SU2] presentation/project/paper/report
	[ZIAL3_K03] They are prepared to fulfill social obligations and collaborate in organizing activities that contribute to the social environment within the realms of managing arts and cultural institutions and/or artistic practice.	In developing a cultural project, is ready to take active measures to support the local community and specific social groups.	[SK6] demonstration of practical skills
	[ZIAL3_U07] They have organizational skills that allow for the planning and execution of individual and team tasks associated with managing arts and cultural institutions and/or realizing artistic projects.	Is able to plan and organize individual and team work, collaborate effectively, including with individuals representing other fields of knowledge and scientific disciplines.	[SU6] demonstration of practical skills
	[ZIAL3_W10] They are familiar with the methodologies, standards, procedures, and best practices utilized in arts and cultural institutions, and they apply this knowledge in managerial and/or artistic activity.	Knows the strategies for creating cultural projects, elements of planning, management, collaboration, partnership building, and communication within the project; is able to apply this knowledge in practice when implementing cultural projects and securing funding at the local, national, and international levels.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[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.	Knows the economic, legal, social, and other conditions related to conducting cultural activities and preparing project documentation.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task

Subject contents	<p>1. Topics Related to Obtaining Grant Funds for Cultural Activities</p> <ul style="list-style-type: none"> <li>• - Grants for Culture - Where and How to Find Funds: overview of cultural grants (European sources, public, regional, local, private), program requirements</li> <li>• - Types of Project Funding and Grant Applications: examples of different types of project funding</li> <li>• - How to prepare grant competition documentation, what to pay attention to when analyzing it</li> <li>• - Creative Europe - Support Priorities: Cultural heritage, audience development, capacity building, grant competition documentation, registration, and application process</li> <li>• - Erasmus+ and New Grant Competitions: New funding opportunities combining education with culture (strategic partnerships)</li> <li>• - Polish Grant Competitions: Programs from the Ministry of Culture and National Heritage (MKiDN) and local grant initiatives.</li> </ul> <p>2. Creating Applications and Project Descriptions, Project Analysis, Project Evaluation</p> <ul style="list-style-type: none"> <li>• - Cultural Project Examples and Analysis: goals, target audience, needs, activities, budget, timeline, type of funding. Trends, best practices, and innovations in cultural project management</li> <li>• - Challenges and Opportunities During the Covid-19 Pandemic: Functioning of culture in the "new normal" (combining direct and digital reality)</li> <li>• - Project Building: Basic concepts and project terminology, problem analysis and selection of target groups, analysis of target groups' needs and translating them into project goals, formulating SMART goals, planning activities, developing a realization schedule and work stages, project promotion strategy and communication tools, building partnerships, managing collaboration, organizational structure, and project team communication.</li> </ul>								
Prerequisites and co-requisites									
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>Preparation and presentation of the project in groups of 2-4 students, activity and engagement during classes and task implementation.</td> <td style="text-align: center;">51.0%</td> <td style="text-align: center;">100.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Preparation and presentation of the project in groups of 2-4 students, activity and engagement during classes and task implementation.	51.0%	100.0%
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	eResources addresses	<p>Podstawowe</p> <p><a href="https://www.nck.pl/upload/attachments/318705/Nowe-lokowanie-instytucji-publicznych-w-miejskich-ekosystemach-kultury-w-Polsce-2016-RAPORT-PDF.pdf">https://www.nck.pl/upload/attachments/318705/Nowe-lokowanie-instytucji-publicznych-w-miejskich-ekosystemach-kultury-w-Polsce-2016-RAPORT-PDF.pdf</a> - New Placement of Public Institutions in Urban Cultural Ecosystems in Poland, 2016.</p> <p><a href="https://ikm.gda.pl/wp-content/uploads/2018/08/raport-analityczny_v3.pdf">https://ikm.gda.pl/wp-content/uploads/2018/08/raport-analityczny_v3.pdf</a> - Audience Research of Gdańsk Cultural Institutions December 2018: RESEARCH REPORT.</p> <p><a href="https://nck.pl/upload/attachments/318005/Oddzia%C5%82ywanie-Festiwalu-na-Polskie-Miasta-Raport-z-bada%C5%84-2014-15-ZMP-ROK-v2.2.pdf">https://nck.pl/upload/attachments/318005/Oddzia%C5%82ywanie-Festiwalu-na-Polskie-Miasta-Raport-z-bada%C5%84-2014-15-ZMP-ROK-v2.2.pdf</a> - Impact of Festivals on Polish Cities: A Study on the Competencies of Cultural Sector Staff and Cross-Sector Synergy, 2015.</p> <p><a href="https://kreatywna-europa.eu/wp-content/uploads/2018/11/Europejskie_sieci_kulturalne_www-1.pdf">https://kreatywna-europa.eu/wp-content/uploads/2018/11/Europejskie_sieci_kulturalne_www-1.pdf</a> - Under the Microscope: European Cultural Cooperation Networks in Practice</p> <p><a href="https://moznainaczej.com.pl/Download/DoktrynaJakosci/DoktrynaJako%C5%9Bci_wydanie_II.pdf">https://moznainaczej.com.pl/Download/DoktrynaJakosci/DoktrynaJako%C5%9Bci_wydanie_II.pdf</a> -</p> <p><a href="https://kreatywna-europa.eu/wp-content/uploads/2018/11/Publikacja-ADP_AD-2018_WWW.pdf">https://kreatywna-europa.eu/wp-content/uploads/2018/11/Publikacja-ADP_AD-2018_WWW.pdf</a> - Not "for," but "with": On Building Relationships Between Participants of Cultural Events and Cultural Institutions.</p> <p>Adresy na platformie eNauczanie:</p>
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> <li>1. Persona</li> <li>2. Mind Map</li> <li>3. Risk Analysis</li> <li>4. Gantt Chart</li> <li>5. Preparation and Presentation of Project Documentation</li> </ol>	
Work placement	Not applicable	

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