

Subject card

Subject name and code	Raising funds for cultural activities and project management, PG_00166234						
Field of study	Film and Audio-Visual Culture Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study 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			2.0	
Learning profile	practical		Assessment form				
Conducting unit	Division of Film and Media -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marta Maciejewska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	The student learns the applicable regulations and sources of funding for cultural activities, and knows the basic principles of project management. He or she becomes familiar with project management methodologies (PCM, PMI, PRINCE 2, SCRUM) and tools within these methodologies, as well as their practical application on a sample project proposal.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[WOFKAL3_W11] He/she has advanced knowledge in the area of popularization of film culture.	Has advanced knowledge of project management and cultural activities.	[SW3] text preparation/written work
	[WOFKAL3_K03] He/she has the ability to work in a team as part of joint projects and activities, both organizational and artistic.	Has the ability to work as a team in collaborative projects and activities in the cultural field.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[WOFKAL3_U14] He/she can prepare an application for funds for the implementation of a project related to the promotion of film, popularization of film culture or film promotion of the region.	Able to prepare an application for funds for a project related to film promotion, dissemination of film culture or film promotion of the region.	[SU3] text preparation/written work
	[WOFKAL3_U08] He/she plans and implements typical projects related to the activities of institutions promoting film culture.	Plans and implements typical projects related to the activities of cultural institutions.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[WOFKAL3_U09] He/she has organizational skills that allow him/her to plan and carry out tasks related to the management of institutions for the popularization of film culture.	Has the organisational skills to plan and implement project management tasks.	[SU3] text preparation/written work
	[WOFKAL3_W07] He/she has advanced knowledge of the goals, organization and functioning of film institutions.	Has advanced knowledge of the aims, organisation and functioning of film institutions (including project management).	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[WOFKAL3_W06] He/she has advanced knowledge of the structure and functions of media and film institutions.	Has advanced knowledge of the structure and functions of cultural institutions.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[WOFKAL3_U15] He/she is able to assess the usefulness of various methods, procedures, good practices, and then choose the right ways of carrying out tasks related to film promotion and popularization of film culture.	Be able to assess the suitability of a variety of methods, procedures, good practices and then select appropriate ways of carrying out project management tasks.	[SU1] oral statement/conversation/discussion
	[WOFKAL3_K07] He/she adheres to the principle of professional ethics and understands the need to take care of the achievements and professional traditions related to the art of filmmaking.	Adheres to the principles of professional ethics and understands the need to take care of the heritage and professional traditions related to cultural activities and project management.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[WOFKAL3_W14] He/she has systematic knowledge of methods of diagnosing needs and assessing the quality of services provided by film and media institutions.	Has a structured knowledge of methods for diagnosing needs and assessing service quality in project management and cultural activities.	[SW3] text preparation/written work
	[WOFKAL3_W08] He/she has advanced knowledge of copyright law and normative acts regulating the activities of film and media institutions, as well as systematic knowledge of the economic conditions of their functioning.	He has advanced knowledge of copyright law and normative acts regulating the activities of institutions dealing with cultural activities, as well as a structured knowledge of the economic conditions of their functioning.	[SW3] text preparation/written work
	[WOFKAL3_K04] He/she is prepared to take an active part in the activities of institutions, organizations and social groups involved in the promotion of film culture.	Is prepared to take an active part in the activities of institutions, organisations and community groups involved in cultural activities and projects.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
Subject contents	Normative acts and sources of funding for cultural activities. Public sources of financing of cultural activities, especially in the field of animation and dissemination of film culture. The Polish Film Institute and its operational programs for the dissemination of film culture. Regional and local government sources. EU sources and programs. Types of applications and the practice of filling them. Sponsorship, grants in kind. Basic principles of project management in the field of animation and film culture. Auditing methods. Project management, project vs. process, types of projects. PCM methodology - Project Cycle Management: specifics of projects implemented under public intervention; analysis of problems, objectives and stakeholders; logical matrix. PMI - Project Management Institute methodology: processes within project management; tools, schedule, budget, organizational structure, responsibility matrix, risk analysis.		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	preparation of a project in the field of popularization and animation of film culture with the indication of funding sources	51.0%	60.0%
	systematic preparation (in oral and written form) of issues indicated by the instructor	51.0%	20.0%
	attendance and active participation in classes	80.0%	20.0%
Recommended reading	Basic literature	Nowoczesne zarządzanie projektami, red. M. Trocki, Warszawa 2010. Pawlak M., Zarządzanie projektami, Warszawa 2008. Skalik J., Zarządzanie projektami, Wrocław 2009.	
	Supplementary literature	Wysocki R.K., McGary R., Efektywne zarządzanie projektami, Gliwice 2005. KE (2004) Podręcznik Zarządzanie cyklem projektu, http://www.equal.gov.pl/NR/rdonlyres/3A81D042-E1A4-42A6-8A31-6D587DDCB8D9/0/equal_podr_zarz_cykl.pdf Walczak W., Rola fazy planowania w zarządzaniu projektami, E-mentor 2010, nr 1 (33). Wojnicka E., Procedura przygotowania wniosku aplikacyjnego innowacyjnego projektu, [w:] Efekty wdrażania działania 2.6. Regionalne Strategie Innowacyjne i transfer wiedzy ZPORR w województwie podkarpackim. Źródła finansowania innowacji w latach 2007-2013. Przewodnik. Zarządzanie projektami badawczo-rozwojowymi, red. A. Lis, M. Wirkus, Warszawa 2012. Application forms for cultural activities and regulations (including PISF).	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Preparation of cultural project proposals in areas identified by the trainer Different methods of project management	
Work placement	Not applicable		

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