

Subject card

Subject name and code	Cultural project management, PG_00130844						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025	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		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Pastuszek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	8.0	0.0	38
	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	38		2.0		35.0	75
Subject objectives	To equip the student with knowledge and skills necessary for the work of a manager/leader in the cultural sector (cultural institutions, non-governmental organisations, educational institutions, private companies operating in the cultural sector). The student will acquire general and specialised knowledge in the field of cultural project management and knowledge of the legal and economic context of cultural activities in Poland and the EU.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_W08] Student is aware of contemporary global issues, cultural and artistic life, as well as the functioning of cultural institutions in the Pomerania region. They are acquainted with legal, economic, ethical, and other conditions of various cultural studies professional activities.	The student understands the relationship between the theory and practice of cultural project management and the problems of contemporary world, contemporary cultural and artistic life. He/she also understands the ways in which cultural institutions function at local, regional, national and international levels. He/she knows the legal, economic, ethical and other conditions of cultural project management.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student can correctly identify and solve problems related to project management. They will be able to place cultural projects in the context of the latest trends in cultural criticism and popularisation, cultural animation and electronic media culture.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
	[KULL3_U07] Student prepares oral presentations and discussions on topics related to culture and art, including collaborative work within a team.	The student has the ability to create project teams, to manage cultural projects and to create a cultural offer and a marketing strategy for cultural events.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task [SU6] demonstration of practical skills [SU8] observation of student's independent or team work

Subject contents	Trends in cultural development at the turn of the 20th and 21st centuries in the context of a cultural project. Management and marketing in culture (local, regional, global level). Legal and financial conditions of cultural activities. Cultural institutions and EU cultural policy. Non-governmental organisations. Cultural strategies of local and national governments. Management of cultural projects - main concepts (project; main, specific and long-term objectives of the project; direct and indirect beneficiaries). Management functions, decision-making process, modern organisational and project management methods. Project methodology: design, project management cycle, analysis - stages of project development, preparation of grant application and its budget, SWOT analysis Design thinking methodology in culture. Project implementation: formation of project teams, division of responsibilities within the project team, principles of documenting project activities. Internal and external sources of cultural funding (fundraising mechanisms). Examples of projects subject to funding. Sponsorship of cultural projects. PR activities in cultural undertakings, cooperation with the media, building a partnership network. Risk management in a project. Defining indicators for project monitoring and evaluation. Cultural leader and manager - the art of image building, self-presentation, the art of public speaking, interpersonal and intercultural skills of a cultural manager, ethics of a cultural manager and leader. Fundamentals of cultural diplomacy and basic negotiation techniques.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final assessment - presentation	80.0%	30.0%
	attendance and active participation in classes	80.0%	70.0%

Recommended reading	Basic literature	W. Lessel, Zarządzanie projektem. Jak precyzyjnie zaplanować i wdrożyć projekt?, Wydawnictwo BC Edukacja, Warszawa 2008. P. Pietras P., M. Szmít, Zarządzanie projektami: wybrane metody i techniki, Wydawnictwo Horyzont, Kraków 2003. J. Krolkowski, Nauczanie metoda projektu, Poradnik Nauczyciela, Wydawnictwo Raabe, Warszawa 2000. C. Burton, N. Michael, Zarządzanie projektem, Wydawnictwo ASTRUM, Wrocław 1999. M. Lewandowski, Innowacje w zarządzaniu instytucjami kultury, Wydawnictwo: Con Arte, Katowice 2011. Resume Narodowej Strategii Rozwoju Kultury na lata 2004-2013 (plik PDF: www.mk.gov.pl/website/document/?docId=156) Strategia Rozwoju Województwa Pomorskiego, http://www.woj-pomorskie.pl/downloads/Strategia%20z%202000%20roku.pdf Ustawa o prowadzeniu działalności kulturalnej z dnia 25 października 1991 r. Ustawa o bibliotekach z dnia 27 czerwca 1997 r. Ustawa o muzeach z dnia 21 listopada 1996 r. Ustawa o działalności pożytku publicznego i o wolontariacie z dnia 24 kwietnia 2003 r. Studied by students individually: T. Brown, Zmiana przez Design. Jak design thinking zmienia organizacje i pobudza innowacyjnosc, Libron, Wrocław 2013. H. Bruch, S. Ghoshal, Efektywne zarządzanie, Wyd. Uniwersytetu Jagiellonskiego, Kraków 2006 J. Gut, W. Haman, Psychologia szefa. Szef to zawód, One Press, Warszawa 2009. D. Głazewska, T. Schimanek, B. Tokarz (red.), Fundraising to sztuka, ktorej mozna sie nauczyc, rozdziały: Zasady pozyskiwania funduszy na cele społeczne (s.14-16); Wybrane metody i techniki pozyskiwania funduszy (s.76-82) oraz 10 krokow, czyli jak przygotować plan pozyskiwania funduszy (s.83-97), (całosc publikacji bedzie prezentowana na zajeciach), Akademia Rozwoju Filantropii w Polsce, Warszawa 2005. T. Grzeszczyk, Ocena projektow europejskich 2007 2013, Wydawnictwo Placet, Warszawa 2009. J. Liedtke, Designing for Growth: A Design Thinking Toolkit for Managers. N. Mingus, Zarządzanie projektami, Warszawa 2006. A. Osterwalder, Y. Pigneur, Tworzenie modeli biznesowych. Podrecznik wizjonera, Onepress, Warszawa 2011. V. Papanek, Dizajn dla realnego swiata. Srodowisko człowieka i zmiana społeczna, Verso, Łódź 2012 Projekty kulturalne krok po kroku, Urząd Komitetu Integracji Europejskiej, Narodowe Centrum Kultury, [na:] http://archiwum-ukie.polskawue.gov.pl/HLP/files.nsf/0/C607D5F022D0EB5FC1256FF90049BBDE/\$file/Projekty_kulturalne_krok_po_kroku-83-89218-87-9.pdf, Warszawa 2005. R. Skiba, Jak współpracować z administracją publiczną?, Stowarzyszenie Klon/Jawor. (broszura dostępna w Internecie: http://pozytek.ngo.pl/x/89819).
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	Supplementary literature	G. Godlewski i in. (red.), Animacja kultury. Doswiadczenie i przyszlosc, Instytut Kultury Polskiej UW, Warszawa 2002. (http://www.animusproject.com/eng/downloads/anim-pol.pdf). M. Bialek (red.), DLA. Animacja kultury, Towarzystwo Inicjatyw Tworczych e, Warszawa 2005 (http://yia.pl/s/p/artykuly/7/7/DLA.pdf). Seria T-kit, Rada Europy i Komisja Europejska 2002. Pakiety szkoleniowe (http://www.mlodziej.org.pl/index.php/ida/7/). I. Kurz (red.), Lokalnie: Animacja kultury/community arts, Instytut Kultury Polskiej UW, Warszawa, 2008. I. Kurz (red.), TERAZ! Animacja Kultury/Culture Animation NOW!, Stowarzyszenie Katedra Kultury, Warszawa, 2008. M. Dragicevic-Sesic - http://www.culturecongress.eu/ngo/ngo_bestpractice_sesic ; Podejscie strategiczne w budowaniu potencjalu i rozwoju zawodowym organizacji pozarządowych. Raport pt. Kulturalnie do celu, Raport podsumowuje stan i działania sektora kultury w wojewodztwie łódzkim, http://www.purpose.com.pl/purpose_files/File/raport_kulturalnie_do_celu_2005.pdf. P. Jordan, B. Skrzypczak, Centrum Aktywnosci lokalnej jako metoda rozwoju spolecznosci lokalnej, rozdział II: Elementy skutecznej pracy metoda CAL, Wydawnictwo CAL, Warszawa 2002. Z. Wejcman, Samorząd terytorialny i organizacje pozarządowe - wspolpraca czy odrebność?, BORIS, Warszawa 1997. D. Pienkowska, Public relations w organizacjach pozarządowych, BORIS, Warszawa 2001. K. Chalas, Strategie zapobiegania marginalizacji kultury wsi [w:] L. Dyczewski (red.) Kultura grup mniejszoscowych i marginalnych, wydawnictwo KUL, Lublin, 2005. Pakiety szkoleniowe (seria T-kit), Rada Europy i Komisja Europejska 2000, (www.mlodziej.org.pl/index.php/ida/7/). www.funduszeuropejskie.gov.pl - portal funduszy europejskich wraz z waznymi publikacjami dot. realizacji projektow. www.kursnakulture.pl/art.pl,zarzadzanie-kultura,20623.html informacje o dotacjach www.culturalpolicies.net - Kompendium on-line na temat polityki kulturalnej w krajach UE pod patronatem Rady Europy. B. Idzikowski, Wyznaczniki rol zawodowych animatorow kultury, [w:] J. Zebrowski (red.), Animacja kulturalna i spoleczno-wychowawcza w srodowiskach lokalnych, Gdanskie Towarzystwo Naukowe, Gdansk 2003. J. Kargul, Od upowszechniania kultury do animacji kulturalnej, rozdzialy: V, VI, VII, ss. 99-122, Wydawnictwo Adam Marszałek, Torun, 1997. Linki z dodatkowymi informacjami: www.kadراكulture.pl strona projektu Kadra Kultury skierowanego do kadr zarzadzajacych instytucjami kultury i organizacjami pozarządowymi. www.platformakulture.pl serwis Platforma Kultury poswiecony kulturze i edukacji kulturalnej. www.culturalanimation.com projekt ANIMATOR (studenci i wykładowcy Instytutu Kultury Polskiej UW). www.animusproject.com projekt ANIMUS (studenci i wykładowcy Instytutu Kultury Polskiej UW). www.ikp.uw.edu.pl - Instytutu Kultury Polskiej UW. www.teatrremus.pl - Stowarzyszenie Teatralne Remus (Warszawa). www.pogranicze.sejny.pl - Osrodek Pogranicze: Sztuk, Kultur, Narodow w Sejnach. www.mkidn.gov.pl Ministerstwo Kultury i Dziedzictwa Narodowego. www.nck.org.pl Narodowe Centrum Kultury (Warszawa). www.ovo.prv.pl - Fundacja Ovo dla Kultury i Edukacji (Wrocław). www.kulturalnysmok.pl strona Stowarzyszenia Menadzerow i Organizatorow Kultury SMOK (Krakow). www.zarzadzaniekultura.pl/ - polski portal menadzerow kultury.
	eResources addresses	

Example issues/ example questions/ tasks being completed	Trends in cultural development at the turn of the 20th and 21st centuries in the context of a cultural project. Management and marketing in culture (local, regional, global level). Legal and financial conditions of cultural activities. Cultural institutions and EU cultural policy. Non-governmental organisations. Cultural strategies of local and national governments. Management of cultural projects - main concepts (project; main, specific and long-term objectives of the project; direct and indirect beneficiaries). Management functions, decision-making process, modern organisational and project management methods. Project methodology: design, project management cycle, analysis - stages of project development, preparation of grant application and its budget, SWOT analysis Design thinking methodology in culture. Project implementation: formation of project teams, division of responsibilities within the project team, principles of documenting project activities. Internal and external sources of cultural funding (fundraising mechanisms). Examples of projects subject to funding. Sponsorship of cultural projects. PR activities in cultural undertakings, cooperation with the media, building a partnership network. Risk management in a project. Defining indicators for project monitoring and evaluation. Cultural leader and manager - the art of image building, self-presentation, the art of public speaking, interpersonal and intercultural skills of a cultural manager, ethics of a cultural manager and leader. Fundamentals of cultural diplomacy and basic negotiation techniques.
Work placement	Not applicable

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