

Subject card

Subject name and code	Economy of culture, PG_00130990						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to scientific research in the field of study		
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		4.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kaczor				
	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		68.0	100
Subject objectives	The subject is intended to equip the student of cultural studies with knowledge in the field of cultural economics, defined as a knowledge-based economy, and knowledge of the mechanisms regulating its functioning, taking into account the specifics of selected cultural industries, necessary in the process of implementation of projects in the field of animation and cultural management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULMU2_W08] The student holds a broad understanding of contemporary cultural and artistic life, as well as the functioning of cultural institutions and the art market.	The student has a broad knowledge of the functioning of cultural institutions and the art market of art from the point of view of economics.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[KULMU2_K01] The student understands the significance of knowledge, skills, and experience in professional activities.	The student understands the importance of knowledge, skills and experience in activities related to the implementation of projects and management of cultural institutions.	[SK1] oral statement/conversation/ discussion [SK3] text preparation/written work
	[KULMU2_U04] The student has the ability to integrate knowledge from different humanities disciplines and apply it in unconventional professional situations.	The student has the ability to integrate knowledge from different disciplines of the humanities and its application in unusual professional situations related to the economy of culture.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work
	[KULMU2_U01] The student demonstrates fluent skills in searching, interpreting, and selecting information, utilizing various sources, media, and technologies, and formulates independent conclusions based on them.	Students are able to proficiently search, interpret and select information, using a variety of sources, media and technologies, and formulate on the basis of them based on them independent conclusions presented in the form of a case study.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
	[KULMU2_U07] The student proficiently prepares various types of written papers in Polish and a chosen foreign language.	The student proficiently prepares written statements in Polish and selected foreign language necessary in the management and implementation of projects in the cultural sector.	[SU3] text preparation/written work
	[KULMU2_W05] The student possesses well-established, specialized knowledge in the field of audiovisual culture or cultural management.	The student has a well-established specialized knowledge of the economy of culture.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
	[KULMU2_K02] The student Willingly collaborates in a team and is capable of managing team work effectively.	The student willingly interacts in a team, the work of which he knows how to manage in terms of the economy of its operation.	[SK8] observation of student's independent or team work

Subject contents	Concepts: cultural economics, cultural industries, creative industries, knowledge economy; prestige economy; culture as a part of the economy co-creating GDP, marketization of cultural activities, models of relations producer-creator, models of financing artistic; creative activities; economic sense of copyright, free access to cultural goods, culture for free, management of copyright as economic activity; relations between property rights and creativity. 1. Cultural economics (general issues) 2. Economic characteristics of the cultural sector (1-2) 3. Cultural heritage and museums 4. Cultural heritage and museums (case study) 5. Publishing market and the economics of prestige 6. Publishing market and brands (case study) 7. Performing arts 8. Music industry 9. Film industry 10. Creative industries 11. Creative industries (case study) 12. Creative cities 13. Creative cities (case study)¹ 4. Cultural tourism		
Prerequisites and co-requisites	Knowledge of basic concepts of economics, copyright law and issues related to cultural circuits at the level of cultural studies of the first degree.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	0.0%	20.0%
	written works - case studies	51.0%	40.0%
	written work - reading log	51.0%	40.0%

Recommended reading	Basic literature	J. English, <i>Ekonomia prestiżu</i>, Warszawa 2013 [wybrany fragment]. D. Ilczuk, <i>Ekonomika kultury</i>, Warszawa 2012. K. Kaczor, Nazywam się Mróz. Remigiusz Mróz. O kreacji marki autorskiej/literackiej w polskim polu literackim/kultury, <i>Media - Biznes - Kultura. Dziennikarstwo i komunikacja społeczna</i>, 2019, nr 1 (6), s. 71-80. Od przemysłów kultury do kreatywnej gospodarki, red. A. Gwóźdź, Warszawa 2010 [wybrany fragment]. M. Rogowska, Koncepcja kreatywnego miasta w teorii i praktyce, <i>Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, Gospodarka przestrzenna. Uwarunkowania ekonomiczne, prawne i samorządowe</i>, 2013 nr 320, s. 156-165. R. Towse, <i>Ekonomia kultury. Kompendium</i>, Warszawa 2011.
	Supplementary literature	D. Thorsby, <i>Ekonomia i kultura</i> , Warszawa 2010.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Presentation of a selected literary author brand. Presentation of a selected Polish/European/non-European city (each Class Participant a different example) fulfilling the conditions of being a creative city.	
Work placement	Not applicable	

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