

## Subject card

|                                             |                                                                                                                                                                                                                                                               |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Subject name and code                       | Cultural Economics, PG_00178250                                                                                                                                                                                                                               |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |
| Field of study                              | Chinese Studies                                                                                                                                                                                                                                               |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |
| Date of commencement of studies             | October 2026                                                                                                                                                                                                                                                  |                                                          | Academic year of realisation of subject                                                                   |                                     |         | 2027/2028                                                                                                                                                                                                     |     |
| Education level                             | Bachelor's studies                                                                                                                                                                                                                                            |                                                          | Subject group                                                                                             |                                     |         | Obligatory subject group in the field of study<br>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                                                                                              |                                     |         | 2.0                                                                                                                                                                                                           |     |
| 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                                 |         | 18.0                                                                                                                                                                                                          | 50  |
| Subject objectives                          | The course aims to equip students of Sinology with knowledge of cultural economics, defined as a knowledge-based economy, and relating to the mechanisms regulating its functioning, taking into account the specific nature of selected cultural industries. |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |
| Learning outcomes                           | Course outcome                                                                                                                                                                                                                                                |                                                          | Subject outcome                                                                                           |                                     |         | Method of verification                                                                                                                                                                                        |     |
|                                             | [SINL3_W02] Knows and understands, at an advanced level, the methodologies, theories, and terminology that constitute the fundamental general knowledge in the field of economics and finance.                                                                |                                                          | The student knows and understands the research methodology, theory and terminology of cultural economics. |                                     |         | [SW4] test/exam - oral or written<br>[SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |     |
|                                             | [SINL3_U03] Is able to communicate with the environment using specialist terminology in the fields of cultural and religious studies, economics, and finance.                                                                                                 |                                                          | Students will be able to formulate statements using specialist terminology in cultural economics.         |                                     |         | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU4] test/exam - oral or written<br>[SU5] implementation of a problem task                                        |     |
| Subject contents                            | Concepts: cultural economy, cultural industries, creative industries, knowledge-based economy; prestige economy; culture as part of the economy contributing to GDP, cultural heritage management, creative industries, creative cities, cultural tourism.    |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |
| Prerequisites and co-requisites             | Knowledge of basic economic concepts.                                                                                                                                                                                                                         |                                                          |                                                                                                           |                                     |         |                                                                                                                                                                                                               |     |

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| Assessment methods and criteria                                | Subject passing criteria | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Percentage of the final grade |
|                                                                |                          | 0.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 20.0%                         |
|                                                                |                          | 0.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 50.0%                         |
|                                                                |                          | 0.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 30.0%                         |
| Recommended reading                                            | Basic literature         | J. English, <i>Ekonomia prestiżu</i> , Warszawa 2013 [wybrany fragment].<br><br>D. Ilczuk, <i>Ekonomika kultury</i> , Warszawa 2012.<br><br><i>Od przemysłów kultury do kreatywnej gospodarki</i> , red. A. Gwóźdź, Warszawa 2010 [wybrany fragment].<br><br>Jacoby, M., Gryszkiewicz, A., Ilczuk, D., Kamińska, T., Machajek, P., & Reismüller, F., <i>Cooperation with the Chinese cultural sector in times of growing uncertainties</i> . 2023.<br><br>Kożuchowski T., <i>Warunki chińsko-europejskich koprodukcji filmowych</i> , "Kwartalnik Filmowy" 2019/108, s. 219-231.<br><br>M. Rogowska, <i>Koncepcja kreatywnego miasta w teorii i praktyce</i> , Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, Gospodarka przestrzenna. Uwarunkowania ekonomiczne, prawne i samorządowe, 2013 nr 320, s. 156-165.<br><br>R. Towse, <i>Ekonomia kultury. Kompendium</i> , Warszawa 2011. |                               |
|                                                                | Supplementary literature | M. Adamczak, <i>Kapitały przemysłu filmowego. Hollywood. Europa. Chiny</i> , PWN 2019.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
|                                                                | eResources addresses     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Example issues/<br>example questions/<br>tasks being completed |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |
| Work placement                                                 | Not applicable           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                               |

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