University of Gdańsk

Subject card

Subject name and code	Cultural Project Management, PG_00189678		
Field of study	Management of Artistic Institutions		
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 Subject group related to practical vocational preparation
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	practical	Assessment form	credit
Conducting unit	Division of Research into the Performing Arts -> Institute of English and American Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Konrad Knoch	
	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

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.

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Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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, 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_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_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_K03] They are prepared to fulfill social obligations and to collaborate in organizing activities that contribute to the social environment, as well as to think and act entrepreneurially 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_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_W10] They are familiar with the methodologies, standards, procedures, and best practices utilized in arts and cultural institutions, as well as the fundamental principles of establishing and developing various forms of entrepreneurship, 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 advanced 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
	[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

Subject contents	1. Topics Related to Obtaining Grant Funds for Cultural Activities • - Grants for Culture - Where and How to Find Funds: overview of cultural grants (European sources, public, regional, local, private), program requirements • - Types of Project Funding and Grant Applications: examples of different types of project funding • - How to prepare grant competition documentation, what to pay attention to when analyzing it • - Creative Europe - Support Priorities: Cultural heritage, audience development, capacity building, grant competition documentation, registration, and application process • - Erasmus+ and New Grant Competitions: New funding opportunities combining education with culture (strategic partnerships) • - Polish Grant Competitions: Programs from the Ministry of Culture and National Heritage (MKiDN) and local grant initiatives. 2. Creating Applications and Project Descriptions, Project Analysis, Project Evaluation • - Cultural Project Examples and Analysis: goals, target audience, needs, activities, budget, timeline, type of funding. Trends, best practices, and innovations in cultural project management • - Challenges and Opportunities During the Covid-19 Pandemic: Functioning of culture in the "new normal" (combining direct and digital reality) • - 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.
Prerequisites and co-requisites	Attendance at all classes is mandatory unless the student has obtained the Dean’s approval to follow an individual study plan.

Assessment methods and criteria

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%

Recommended reading

Basic literature	1. Blikle A., *Doktryna jakości. Rzecz o turkusowej samoorganizacji* 2. *Kompendium wiedzy o zarządzaniu projektami* (A Guide to the Project Management Body of Knowledge, Fifth Edition, wydanie polskie PMI/MT&DC), Warszawa 2013 or the English edition: A *Guide to the Project Management Body of Knowledge*, Fifth Edition, PMI, USA 2013. *A Guide to the Project Management Body of Knowledge*, Sixth Edition, PMI, USA 2017.
Supplementary literature	1. Ingram T., *Zarządzanie talentami i pracownikami w dojrzałym wieku w kontekście wpływu na wyniki przedsiębiorstwa*, Katowice 2016. 2. Kociatkiewicz J., Kostera M., *Zarządzanie humanistyczne. Zarys programu*, Problemy Zarządzania, 2013, vol.11, no. 4(44), pp.9-19. 3. *Koncepcje zarządzania. Podręcznik akademicki*, edited by Małgorzata Czerska, Agnieszka A. Szpitter, Warszawa 2010. 4. Laloux F., *Pracować inaczej. Nowatorski model organizacji,* Warszawa 2015.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Persona 2. Mind Map 3. Risk Analysis 4. Gantt Chart 5. Preparation and Presentation of Project Documentation
Work placement	Not applicable

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