University of Gdańsk

Subject card

Subject name and code	Cultural Economics, PG_00189717		
Field of study	Management of Artistic Institutions		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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	3.0
Learning profile	practical	Assessment form	exam
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 Grzegorz Pawłowski	
	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	43.0	75

Subject objectives

Mission:

To introduce students to the theory of economics and controversies related to cultural economics, so that they are able to independently navigate this area, based on the knowledge they have obtained.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	Is able to communicate using specialized terminology in the field of cultural economics.	[SU2] presentation/project/paper/ report
[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.	Has advanced detailed knowledge of selected issues in the field of cultural economics, focused on practical applications in managerial activity.	[SW2] presentation/project/paper/ report
[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.	Willingly cooperates in a team, whose work he/she also knows how to manage.	[SK2] presentation/project/paper/ report
[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills in the fields of art studies and the management of artistic institutions.	Is ready to critically evaluate his/ her knowledge of cultural economics and related skills.	[SK2] presentation/project/paper/ report
[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.	Can proficiently search, interpret and select information related to cultural economics using various sources, media and technologies and formulate independent conclusions based on it, presented in the form of a case study.	[SU2] presentation/project/paper/ report
[ZIAL3_W08] They are acquainted with the fundamental economic, legal, ethical, and social determinants of managerial activity in the arts and culture sector.	Knows the basic economic conditions of managerial activity in the field of art and culture.	[SW4] test/exam - oral or written
[ZIAL3_W06] They have an advanced understanding of the relationships and interdependencies between theoretical and practical aspects in the field of arts management, applying this knowledge in managerial tasks and/or the implementation of artistic projects.	Had an advanced understanding of the connections and dependencies between theoretical and practical elements in the field of cultural economics; uses this knowledge in his/her work as a manager.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[ZIAL3_W01] They possess an advanced level of general knowledge in fields of arts studies, management and quality studies, literary studies, as well as auxiliary and related studies.	Has an advanced level of basic general knowledge in the field of cultural economics.	[SW4] test/exam - oral or written

Subject contents

1. Introduction to economics and the main economic schools in the context of cultural economics,
2. Objectives of economic policy in the context of cultural development, the role of the state in the economy and market imperfections,
3. Basics of strategic analysis of the cultural sector environment,
4. Basic risks in the environment of the cultural sector,
5. Cultural and creative sectors and their characteristics,
6. The importance of culture in economic development,
7. Public goods and private goods,
8. The taxation system and its impact on cultural undertakings,
9. Lobbying and interest groups in the cultural sector,
10. The contemporary labor market and the economics of culture.

Doubts and discussion issues related to the issues discussed during classes will be resolved during consultations.

Prerequisites and co-requisites

Attendance at all lectures 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
written test	51.0%	50.0%
presentations in project groups	51.0%	50.0%

Recommended reading	Basic literature	1. R. Towse, *Ekonomika kultury - kompendium*, wyd. NCK, Warszawa 2011. 2. J.E. Stiglitz, *Ekonomia sektora publicznego*, PWN, Warszawa 2022. 3. G. Gierszewska, M. Romanowska, *Analiza strategiczna przedsiębiorstwa*, PER, Warszawa 2010. 4. G. Szczodrowski, J. Kempa, *Transformacja polskiego systemu podatkowego w latach 1989-2021*, wyd. UG, Gdańsk 2021.
	Supplementary literature	n/a
	eResources addresses	
Example issues/ example questions/ tasks being completed	In 2022, the majority of artworks and antiques sold were paintings. TRUE-FALSE In competitive environment analysis, we consider customers and suppliers. TRUE-FALSE The largest surplus of total revenues over costs in the cultural and creative sectors occurred in micro-enterprises. TRUE-FALSE	
Work placement	Not applicable	

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