

<b>Study program: MAS Management in Tourism</b>			
<b>Name of the subject: Cultural Policy and Cultural Management</b>			
<b>Teacher (s): Tatjana Pivac</b>			
<b>Status of the subject: mandatory (both modules)</b>			
<b>Number of ECTS: 6</b>			
<b>Condition: no</b>			
<b>Course objectives:</b>			
Training students to understand contemporary cultural policies at the local, national and international level, as well as acquiring knowledge and skills in the field of cultural management. Special emphasis is placed on the analysis of the institutional framework of culture, development strategies, management of cultural institutions and projects, as well as on connecting the cultural sector with broader social, economic and political contexts.			
<b>Course outcomes:</b>			
Upon completion of the course, the student will be able to: understand basic terms, concepts and theoretical approaches in the field of cultural policy and cultural management; analyze cultural policies at the local, national and international levels; critically examine the role of public institutions, the non-governmental sector and the market in shaping the cultural system; apply basic management principles in planning and implementing cultural projects and programs; participate in the creation and implementation of development strategies for cultural institutions and organizations; recognize and use financing instruments in culture (public funds, donations, sponsorships, EU funds, etc.); communicate and cooperate with actors in the cultural sector through teamwork and project-oriented thinking.			
<b>Course content:</b>			
<i>Theoretical lectures</i>			
Introduction to cultural policy and analysis of different national models of cultural policies in Europe and study of European Union interventions in the field of culture. What is cultural policy, how are cultural policies created, what are the objectives of cultural policy, measures and means to achieve the objectives of cultural policy. Cultural policy and innovation. Innovation is an important part of cultural policy in the modern world in which leading positions are now given to innovators of the creative industries. The new European Agenda for Culture creates synergy between culture and education, strengthens the links between culture and other sectors of society, including the economy. Why do we need cultural policy in cities and regions. Important networks for cities and regions in the context of cultural policy development. Presentation of existing networks working on policy development in Europe and around the world such as: Eurocities, World Urban Forum, Culture21 Action (New Agenda21culture document), etc. How can a sustainable culture for the future be built. Analysis of different models of government intervention in the field of culture (Europe, Great Britain and the USA). Direct and indirect public subsidies and how they affect the field of culture. Introduction of new trends in cultural policy in Europe and how they affect artists, works of art, cultural institutions, artistic organizations, artistic and cultural managers, etc.			
<i>Practical lectures</i>			
Seminar paper - selection of a successful model of cultural policy in the world. Group work			
<b>Recommendation literature</b>			
<b>Primary literature:</b>			
1. Pivac,T & Mickov, B.,(2021). New Cultural Sustainability in “Open Cities” . <i>KULTURA POLISA</i> , 18(46), 123–132. <a href="https://doi.org/10.51738/Kpolisa2021.18.3r.2.02">https://doi.org/10.51738/Kpolisa2021.18.3r.2.02</a>			
2. Mickov B. and Doyle J. (2013), <i>Sustainable Cultural Development, New Management in the Cultural Sector</i> , Routledge publishing, Oxford, UK.			
<b>Additional literature:</b>			
3. Mickov B. and Thuriot F. ed. (2019), <i>Innovation culturelle et transformation des villes</i> , L’Harmattan, Paris, France.			
4. Erić.Z and Mickov.B.(2025) “Museum as an Educational Tool: The Models of Experimental Educational Practices in European Art Museums”, In the Journal of Museum Education, Routledge publishing, <a href="https://www.tandfonline.com/doi/pdf/10.1080/10598650.2024.2437712">https://www.tandfonline.com/doi/pdf/10.1080/10598650.2024.2437712</a>			
<b>Number of active classes: 4</b>	<b>Theory: 2</b>	<b>Practice: 2</b>	
<b>Methods of delivering lectures</b>			
a) Oral presentation method; b) Visual presentation method; c) Discussion method; d) Textual method; e) Illustrative-demonstrative methods			
<b>Evaluation of knowledge (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	points	<b>Final exam</b>	
Class participation	<b>0-5</b>	Written exam	/
activities during exercises / practical classes	<b>0-5</b>	Oral exam	<b>40-70</b>
seminar papers	<b>20</b>		