

Entrepreneurship in Cultural Work

Single subject and programme course

15 credits

Entreprenörskap för kulturarbetare

758G49

Valid from:

Determined by

The Quality Board at the Faculty of Arts
and Sciences

Date determined

2009-11-20

Main field of study

No Main Field of Study

Course level

First cycle

Advancement level

G2X

Entry requirements

60 HE credits approved in either of the subjects Philosophy, History, History of Art or Comparative Literature, or the equivalent knowledge

Intended learning outcomes

After complete course the student should be able to:

- account for the role of marketing in a cultural activity
- plan and carry out campaigns for chosen target groups
- account for basic legislation concerning intellectual property rights, particularly concerning trademarks and copyright

Course content

The course intends to provide general knowledge of project methodology, the role of the project manager, different organisational charts for presentation, operation and follow up of projects.

The course covers entrepreneurship in the cultural field, where, for example, market communication, marketing and intellectual property rights within law are included.

Teaching and working methods

The working methods are varying, student active and project-based, and are completed with a presentation of a project idea and a presentation of a simple profile and marketing material. In the course, tools of the social web are used consistently, including process documents, project sites, blogs and social networks.

Each subpart is preceded by a lecture that the students follow up through project work. The students are encouraged to direct their project work, business plans, profiling programmes, campaign planning, or the like towards actual customers or own realistic future projects. The students have access to supervision from teacher during the entire course. In addition to this, the student should study independently.

Examination

The business plans/projects are examined either through a seminar that is preceded by a written assignment or via the implementation of project. Detailed information about the form and contents of the examination can be found in the study guide for the course.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus. The course is carried out in such a way that both men's and women's experience and knowledge is made visible and developed.

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Department

Institutionen för kultur och kommunikation