

COURSE OUTLINE

(1) GENERAL

SCHOOL	HUMANITIES AND SOCIAL SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF HISTORY AND ARCHAEOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE (CULTURAL HERITAGE MANAGEMENT AND NEW TECHNOLOGIES)		
COURSE CODE	MCR812	SEMESTER	8 th
COURSE TITLE	Cultural Economy and Management in the Cultural and Creative Industries		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			4
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is to introduce undergraduate students in the field of cultural economy and management in the cultural and creative industries (CCI) at Greek and international level. In particular, emphasis will be placed on theoretical and applied issues of cultural capital, cultural flagship projects, sustainable development and the role of cultural economy in modern social, economic and political development. Emphasis will also be placed on cultural management of behaviors, activities and practices in the economic and social field, in the study of the cultural background for the consideration of modern cultural goods and services and the contribution of CCIs to economic development and social progress.</p> <p>After the successful completion of the course, students should:</p>

- A) be familiar with basic concepts and methods of cultural economy and management of the CCI industry
- B) to understand the basic issues of cultural economy and cultural capital
- C) to understand the role of institutional frameworks in the field
- D) to understand the basic issues of management of cultural goods and services in the PDB sector through the economic theory of cultural capital.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

- Working in an interdisciplinary environment
- Adapting to new situations
- Criticism and self-criticism
- Production of free, creative and inductive thinking
- Project Planning and Management
- Development of Skills
- Decision Making

(3) SYLLABUS

- Introduction to the sectoral view of the Cultural and Creative Industry (CCI)
- Behavior and Decision Making
- Cultural Dimensions of the Economic and Sectoral Environment
- Design and Management in Cultural and Creative Units (CCU)
- Cultural Capital Theory
- Globalization, Localization, Extroversion and Development
- Regulatory framework
- CCI Funding and Sponsorships
- Cultural Flagship and Branding
- Applied Issues in the Cultural Economy and in the Sector of the Cultural Creative Industries (CCI)

TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-Face
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	-Use of ICT in teaching and communication with students -e-class platform -use of audiovisual materials in teaching

	-use of internet platforms (ie., Skype for Business)	
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Educational Visits and Group Essays	10
	Tutorials	11
	Study and Analysis of Bibliography	20
	Written Work	20
	Course total	100
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>I. Multiple Choice (60%)</p> <p>II. Short Answer Questions (20%)</p> <p>III. Written Work (20%)</p> <p>Information on essay topic and deadline submission is uploaded on e-class.</p>	

(4) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Avdikos, B. (2014). Cultural and creative industries in Greece. Publications: Epikentro, Thessaloniki (in Greek).
- Koutsobinas, Th. (2020) Notes on the Cultural Economy. University of Patras (in Greek).

(a more comprehensive reading list and other relative material are available on eclass)

- Related academic journals:

(a more comprehensive reading list and relative material are available on eclass)