

# Syllabus

## *Kursbeschreibung*

|                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Titel der Lehrveranstaltung</b>                  | Wirtschaft und Management im Kultursektor                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Code der Lehrveranstaltung</b>                   | 17355                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Zusätzlicher Titel der Lehrveranstaltung</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Wissenschaftlich-disziplinärer Bereich</b>       | ECON-07/A                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Sprache</b>                                      | Italienisch                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Studiengang</b>                                  | Bachelor in Kommunikations- und Kulturwissenschaften                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Andere Studiengänge (gem. Lehrveranstaltung)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Dozenten/Dozentinnen</b>                         | Dr. Giorgio Tavano Blessi,<br>Giorgio.TavanoBlessi@unibz.it<br><a href="https://www.unibz.it/en/faculties/education/academic-staff/person/16595">https://www.unibz.it/en/faculties/education/academic-staff/person/16595</a>                                                                                                                                                                                              |
| <b>Wissensch. Mitarbeiter/Mitarbeiterin</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Semester</b>                                     | Erstes Semester                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Studienjahr/e</b>                                | all                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>KP</b>                                           | 3                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Vorlesungsstunden</b>                            | 30                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Laboratoriumsstunden</b>                         | 0                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Stunden für individuelles Studium</b>            | 105                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Vorgesehene Sprechzeiten</b>                     | 9                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Inhaltsangabe</b>                                | <p>The course aims to provide fundamental knowledge of how the market functions, the role of businesses and the main management issues, with particular reference to the cultural and creative industries sector.</p> <p>The course focuses on analysing the context of the Cultural and Creative Industries (CCIs – CCIs), exploring both their internal dynamics – such as management and control processes and the</p> |

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                           | <p>characteristics of the products and services offered – and their external dynamics, such as the relationship with the market, value creation and stakeholder relations.</p> <p>The course does not involve any mathematical applications and takes a predominantly practical approach. To this end, case studies relating to cultural and creative enterprises will be analysed, and opportunities for discussion with professionals in the sector will be organised.</p> <p>In the final phase of the course, students will be involved in designing a cultural or creative enterprise, applying the concepts and tools covered during the lectures.</p> |
| <b>Themen der Lehrveranstaltung</b>                                                       | <ul style="list-style-type: none"> <li>• Market dynamics, stakeholders, and the role of the firm</li> <li>• Cultural and Creative Industries (CCIs): definitions and scope</li> <li>• Economic dimensions of cultural and creative enterprises</li> <li>• Operational management tools</li> <li>• The role of creative enterprises in local and regional development</li> <li>• Case studies</li> <li>• Building a cultural/creative enterprise: practical application</li> </ul>                                                                                                                                                                            |
| <b>Stichwörter</b>                                                                        | Economics, management, cultural and creative enterprises.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Empfohlene Voraussetzungen</b>                                                         | Nobody                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Propädeutische Lehrveranstaltungen</b>                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Unterrichtsform</b>                                                                    | Lectures and laboratory-based activities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Anwesenheitspflicht</b>                                                                | In accordance with the regulations.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Spezifische Bildungsziele und erwartete Lernergebnisse</b>                             | The course aims to provide an overview of the socio-economic system in which businesses operate, define the tools for monitoring and managing cultural and creative enterprises, identify operational management tools for cultural and creative enterprises, analyse real-life case studies and set up a cultural or creative enterprise.                                                                                                                                                                                                                                                                                                                   |
| <b>Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Art der Prüfung</b>                                                                    | Assessment is based on the results of the written examination and laboratory activities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

|                                                 |                                                                                                                                                                                                                   |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                 | <p>The examination covers all topics included in the course syllabus, including issues discussed during guest seminars and business case analyses.</p> <p>Written examination.</p>                                |
| <b>Bewertungskriterien</b>                      | <p>Assessment is based on the results of the written examination and the laboratory project/work. The written exam accounts for 80% of the total grade, and the lab exam accounts for 20% of the total grade.</p> |
| <b>Pfichtliteratur</b>                          | <p>Solima L. (2018). "Management per l'impresa culturale". Carocci editore.</p> <p>Any changes and/or additions will be announced at the beginning of the course.</p>                                             |
| <b>Weiterführende Literatur</b>                 | <p>Materials distributed during lectures and made available on the Teams/OLE platform.</p>                                                                                                                        |
| <b>Weitere Informationen</b>                    |                                                                                                                                                                                                                   |
| <b>Ziele für nachhaltige Entwicklung (SDGs)</b> | <p>Industrie, Innovation und Infrastruktur, Menschenwürdige Arbeit und Wirtschaftswachstum</p>                                                                                                                    |