

Syllabus

Course Description

Course Title	Economics and Management in the Cultural Sector
Course Code	17355
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	Italian
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Dr. Giorgio Tavano Blessi, Giorgio.TavanoBlessi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/16595
Teaching Assistant	
Semester	First semester
Course Year/s	all
CP	3
Teaching Hours	30
Lab Hours	0
Individual Study Hours	105
Planned Office Hours	9
Contents Summary	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. 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 characteristics of the products and services offered – and their external dynamics, such as the relationship with the market, value creation and stakeholder relations. 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. 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.
Course Topics	• Market dynamics, stakeholders, and the role of the firm • Cultural and Creative Industries (CCIs): definitions and scope • Economic dimensions of cultural and creative enterprises • Operational management tools • The role of creative enterprises in local and regional development • Case studies • Building a cultural/creative enterprise: practical application
Keywords	Economics, management, cultural and creative enterprises.
Recommended Prerequisites	Nobody
Propaedeutic Courses	
Teaching Format	Lectures and exercises / group activities.
Mandatory Attendance	In accordance with the regulations.
Specific Educational Objectives and Learning Outcomes	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.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Assessment is based on the results of the written examination and laboratory activities. The examination covers all topics included in the course syllabus, including issues discussed during guest seminars and business case analyses. Written examination.
Evaluation Criteria	For both students who attend class and those who do not, the grade is based on the results of the written exam and the

	exercises/group activities. The written exam accounts for 80% of the total grade, while the exercises/group activities account for 20% of the total grade.
Required Readings	Solima L. (2018). "Management per l'impresa culturale". Carocci editore. Last issue 2024. Any changes and/or additions will be announced at the beginning of the course.
Supplementary Readings	Materials distributed during lectures and made available on the Teams/OLE platform.
Further Information	
Sustainable Development Goals (SDGs)	Industry, innovation and infrastructure, Decent work and economic growth