

ECONOMICS OF CULTURE AND CREATIVE INDUSTRY - course description

General information	
Course name	ECONOMICS OF CULTURE AND CREATIVE INDUSTRY
Course ID	04.0-WZ-P-ECCI-S18
Faculty	Faculty of Economics and Management
Field of study	WEiZ - oferta ERASMUS
Education profile	-
Level of studies	Erasmus programme
Beginning semester	winter term 2023/2024

Course information	
Semester	2
ECTS credits to win	5
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">dr Sławomir Kotylak

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

Aim of the course

Transfer of knowledge within basic terms concerning economics of culture and creative industry. Definition of economic and sector terms. Characteristics of consumer behaviour on the market. Explanation of the behaviour of entities participating in the cultural sector. Creating the skills of using terminology of economy, differentiating and identifying factors influencing the choice of products and services of creative industry by consumers, elaborating the analysis of operating on the creative industry market for small and medium enterprises. Shaping the skills of group cooperation.

Prerequisites

To obtain a pass for minimum satisfactory grade from the courses: microeconomics, macroeconomics.

Scope

Introduction to the economics of culture, Economic characteristics of the culture sector, The markets of products and services of culture.

Economic organization of creative industries, Production, cost and supply of culture goods, Consumption of products and services of culture, Economics of art and cultural heritage, The economics of artists markets, Economics of property rights, Economics of creative cities and cultural tourism

Economics of welfare and public finances, Why governments run cultural policy, Economics of welfare by Pigou, Sources of market failure in the culture sector, Cost and benefit analysis, Studies of economic results, Economic analysis of subsidies, Economics of creative sector (branches: music, film, broadcasting, publishing).

Teaching methods

Text study, group discussion, display, multimedia presentation, brainstorming, exchange of ideas, individual work, group work, project method, case studies, classic problem method, literature study, work with a book.

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
Student has the skill of using theoretical knowledge within economics in a particular area of enterprises and creators of culture.		<ul style="list-style-type: none">an observation and evaluation of the student's practical skills	<ul style="list-style-type: none">Class
Student has more advanced knowledge about selected systems of legal and ethical norms and principles concerning the areas of culture and art.		<ul style="list-style-type: none">a discussionan observation and evaluation of activities during the classesan oral response	<ul style="list-style-type: none">Class
Student can study individually the acquired knowledge and skills in the area of economics of culture and creative industry.		<ul style="list-style-type: none">an observation and evaluation of activities during the classes	<ul style="list-style-type: none">Class
Student has the knowledge within terminology used in economics, can define basic economic terms.		<ul style="list-style-type: none">a discussionan examination test with score scale	<ul style="list-style-type: none">Class

Assignment conditions

The final grade includes: the grade from the test, which covers open questions and 2-3 problem questions, the grade from project on a chosen problem and the grade from tasks

to solve individually.

Date of test: according to the schedule of studies. Date of the project will be decided individually.

Recommended reading

1. R. Caves, *Creative Industries: Contracts between Arts and Commerce*, The Journal of Economic Perspectives, Vol. 17, No 2, 2003,
2. *Economy of Culture in Europe*, European Comision, DG E&C, Bruksela 2006
3. T. Goban-Klas, *Media i komunikowanie masowe*, Wydawnictwo Naukowe PWN, Warszawa 2005
4. A. Klasik, *Sektor kultury i przemysły kreatywne w rozwoju regionu na przykładzie Aglomeracji Górnośląskiej*, Wydawnictwo Uniwersytetu Ekonomicznego w Katowicach, Katowice 2010.
5. J. Schumpeter, *Teorie rozwoju gospodarczego*, PWN Warszawa 1960.
6. *Economy of Culture in Europe*, European Commission, E&C, Brussels 2006.

Further reading

1. D. Throsby, *Economics and culture*, Cambridge University Press. 2001.

Notes

Lecturer: s.kotylak@wez.uz.zgora.pl

Modified by dr Paweł Szudra (last modification: 30-05-2023 10:57)

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