

<b>SCHOOL</b>	Communication and Art Education
<b>ACADEMIC YEAR</b>	TWO-YEAR PROGRAM I - 2025/2026
<b>SUBJECT</b>	1485 Management per l'arte
<b>TYPE OF SUBJECT</b>	Theoretical
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	6
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	II SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course aims to develop the managerial skills of participants in understanding cultural policies and management models that impact the creative and artistic-cultural sectors. We will subsequently proceed to examine the structure of the cultural enterprise, with particular emphasis on the management of projects and events within the creative sectors, as well as the formulation of a business plan. Upon completion of the course, participants will acquire autonomy in spatial and temporal planning, as well as in the management of artistic and cultural projects and events, along with the necessary skills to understand their sustainability and potential contextualization within their respective environments. The course will address the following topics: 1. The value chain in the arts and culture. 2. Project management dedicated to the arts and culture. The project phases: tools and methodologies 3. The strategic-business approach and the business plan for the initiation of a new cultural project. 4. The soft skills required for the organizational functioning of the project: leadership and teamwork 5. The artistic-cultural project within a broader strategy: a comprehensive analysis of the context.

<b>Knowledge and understanding</b>	- Understanding the cultural policy context of the arts and culture at both national and international levels; - Expertise in the territorial supply chain for the enhancement and management of cultural heritage. - Understanding the dynamics and balances among regional stakeholders; - Expertise in the tools utilized by companies within the sector to optimize the effectiveness and efficiency of their cultural strategies and initiatives.
<b>Applying knowledge and understanding</b>	Application of models to specific cases: - planning (project and event management); - strategic business planning;
<b>Making judgements</b>	- Ability to interpret cultural and social contexts; - Observe the specificities and critical aspects - Establish the strategies for addressing the issue; - Selection of elements and tools for the design of the solution,
<b>Communication skills</b>	- Creation of written documents, in both slide and textual formats - Formal presentation of the papers in the classroom - Independent development of a portion of the promotional content to be incorporated into the documents
<b>Learning skills</b>	Autonomy in spatial and temporal planning and in the management of artistic and cultural projects and events, along with the necessary skills to understand their sustainability and potential contextualization within their respective environments.

<b>CONTENTS</b>	<p>- The value chain in the arts and fundamental economic models Cultural policies: national and international perspectives on financial support for culture - The cultural enterprise: institutional frameworks and economic configurations The governance of public and non-profit organizations and the input-output model in the arts. - The planning of cultural events for the enhancement of heritage - Project Management Tools for the Arts, Culture, and Events - Strategic planning for cultural and territorial development - The soft skills required for the management of cultural institutions: teamwork and leadership; - Fundamental elements of management consulting.</p>
<b>ADOPTED METHODOLOGY</b>	<p>[X] In Person To achieve the aforementioned objectives, the course will address the highlighted topics through various methodologies, primarily comprising: lectures, in-depth case studies, company visits, and exercises.</p>
<b>ASSESSMENT METHODS</b>	<p>1) Field Project: group assignment and classroom presentation: 30% 2) Individual examination (Preliminary session: written with open-ended questions; Subsequent sessions: oral): 70%</p>