## **Economics and Management of Cultural Heritage**

## Prof. Alessia Anzivino; Prof. Laura Bugliosi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce the key concepts of economics and the management of cultural heritage, in order to carry out an analysis of the economic phenomena related to the cultural world. The first module will be focused on the strategic management of cultural organisations. The second one, instead, will explore the relations between economy and culture, and analyse the economic peculiarities of the different cultural sectors (e.g. in the field of museums, publishing companies, show business, etc.). At the end of the course, students will be able to:

* Understand the relations among economy, management, and culture.
* Explain the organisational structure, the strategies, the management skills, and the best practices of cultural organisations.
* Identify the internal and external factors of a cultural organisation, and understand how they interact and influence strategies and decision-making processes.
* Examine some of the issues that cultural organisations are currently facing, and identify the implications for managers and cultural organisations.

***COURSE CONTENT***

The course will cover the following topics:

* The relationship between economy and culture.
* Cultural supply and demand.
* Cultural organisations and products.
* The strategic management of cultural organisations.
* The economic management of organisations and the concept of sustainability
* The marketing for cultural organisations
* The communication for cultural organisations
* The fundraising for cultural organisations
* The roles played by a cultural manager.
* Cultural heritage as a product.

***READING LIST***

Readings, PowerPoint presentations, course packs, and further teaching material will be made available on Blackboard.

L. Solima, *Management per l’impresa culturale (2018).* Carocci Editore*,* Focal Press, Taylor and Francis Group, 5th edition, 2014.

Edited by G. Negri Clementi, *Economia dell’arte. Proteggere, gestire e valorizzare le opere,* (2017), EGEA.

***TEACHING METHOD***

Frontal lectures in class, discussion of case studies, field trips, meetings with subject matter experts, individual and group activities, and e-learning.

***ASSESSMENT METHOD AND CRITERIA***

* Written exam, consisting in a selection of closed and open-ended questions on the topics included in the reading list.
* Alternatively, students will be given the possibility to split the exam into two different parts: an interim test (50% of the final mark), followed by a final exam (50% of the final mark).
* In addition, students will have the opportunity to carry out a Project Work (in groups), for which they will be awarded with a maximum of 2 extra points – valid until the July 2023 sessions included – to be added to the final mark. Further information will be made available in class.
* The highest mark 30 cum laude (with honours) will be assigned at the lecturers’ discretion. Further information on the project work will be made available during the lectures.

***NOTES AND PREREQUISITES***

The course will be supported by the use of *Blackboard*, where students will be able to find further teaching material (course packs, slides, etc.). All the students, including the ones who will not attend classes, are invited to register on *Blackboard.*

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.