# Business and Management of Live Entertainment (Annual Course)

## Prof. Adriano Gallina

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

The aim of the course, with a strong practical focus, is an in-depth framing and critical analysis of the economic and organisational side of the Italian theatre system, with particular reference to the areas of production, distribution and operation.

At the end of the course, students will be able to:

1. “Knowledge and understanding": use the key economical-organisational tools in the field of live entertainment, and understand its internal dynamics.
2. “Ability to apply knowledge and understanding”: work knowledgeably and competently in the different professional fields related to the organisation of live performances, in particular, the programming and management of theatrical and musical posters and seasons, the production and distribution of shows, and the management and planning of festivals and entertainment events.
3. “Independent judgement": make independent assessments and carry out effective analysis within different working environments.
4. “Communication skills": use an effective, coherent, and clear terminology to communicate concepts, ideas, and opinions (in both spoken and written language).
5. “Learning skills": understand, reformulate, and learn the topics explained during the course, and read them from a personal perspective.

***COURSE CONTENT***

The course is divided into two sections. A first section - of an institutional nature - will offer a broad overview of the dynamics of Italian theatre, with an eye to its organisational practice, its effectiveness, and the executive processes of the traditional areas of production, distribution and operation. Areas will be analysed in their dialectical nature, as sectors in which decisions always assume a dual value: economic-organisational and artistic, cultural, often value-based.

A second section - of a more applied nature - will develop and explore, by means of a group tutorial run parallel to the theoretical part, the *concrete* dynamics (economic, technical, promotional, management) that characterise the professions connected to theatrical organisation.

***READING LIST***

*Institutional part:*

Lecture notes.

M. Gallina, *Ri-Organizzare teatro,* Franco Angeli, Milan, 2016, 2nd edition.

*Single-subject part:*

Attendance is strongly recommended, since the single subject part will be taught during the tutorials carried out in class, and since the materials produced during lectures will be covered in the exam as its fundamental integral part.

Any additional reading references will be provided during lectures.

***TEACHING METHOD***

Lectures, simulation activities and practical tutorials.

***ASSESSMENT METHOD AND CRITERIA***

An oral exam focusing on the theoretical knowledge learned during the first part of the programme but, above all, on the skills acquired during the tutorial run during the second part of the course. Students will be invited to draw up a detailed written report on the projects worked on during lectures; this should be sent to the lecturer for an initial informal assessment at least one week before the exam. During the exam interview, students will have to illustrate orally - with the aid of video presentations if needed - the projects they have developed, which will be the subject of further questioning by the lecturer. The final assessment will focus on the completeness of the student's knowledge and on their presentation ability, clarity and consistency.

***NOTES AND PREREQUISITES***

Given the highly practical nature of the course, attendance is strongly recommended. There are no prerequisites for attending the course.

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.