**Economics of Entertainment**

## Prof. Angelo Curtolo

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

The course aims to provide students with a general understanding of the most important economic dimensions of the entertainment industry in Italy.

At the end of the course, students will be able to: demonstrate that they have acquired the knowledge and understanding skills required to develop original contributions to the analysis of entertainment organisations; apply the skills mentioned above to the assessment of non-family businesses; make judgments on the management of these organisations on the basis of inevitably limited information; communicate their assessments through the discussion of case studies; develop independent learning skills, as a consequence of the teaching method of the course.

***COURSE CONTENT***

The course will start from the definition of cultural product. Then, it will examine the Italian market of live entertainment and cinema, analysing the developments of the dynamics of demand and offer structure from the 20th century to the present day. From the point of view of entertainment companies, the course will focus on the management dimension, cost and revenue analysis, and the public contribution element. Particular attention will be paid to the peculiarity of these companies, which integrates the economic, the cultural, and the social dimension.

***READING LIST***

For *attending* students: articles, case studies, and analytical papers will be made available in class and on the Blackboard platform reserved for the students enrolled in the course.

For *non-attending* students:

Cavaglieri, L. (2021) . *Il sistema teatrale*, Audino, Rome; p.: 27-35 and 98-147.

Cucco, M.(2020), *Economia del film,* Carocci, Rome (p. specified on Blackboard).

Curtolo, A. – Trezzini, L. (1998), *Oltre le quinte n. 2,* p. 9-100, Bulzoni, Rome.

Curtolo, A. - Tamma, M.(2009), *Lo sviluppo strategico delle organizzazioni di produzione culturale: commitments, risorse, prodotti,* in Rispoli, M.- Brunetti, G. (edited by), *Economia e Management delle aziende di produzione culturale,* p. 57-82, Il Mulino, Bologna.

Curtolo, A.(2000), *La valutazione delle performing arts nel Regno Unito,* in *Economia della Cultura*, Year X, 2000, n. 2, p. 159-169.

Estero, A. (2018),*Organizzare musica: l’Italia nel contesto globale,* in *Enciclopedia Italiana*, *Appendice IX (Il contributo italiano alla storia del pensiero – Musica*), p. 725-736, Istituto dell’Enciclopedia Italiana, Rome.

***TEACHING METHOD***

Frontal lectures, analysis and discussion of documents; group activities involving the oral presentation of case studies; field trips.

During the course, the documents for the discussion in class, the updates, and the information on the course will be made available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

The assessment of *attending* students will be structured as follows:

1. during the exam, students will have to present a critical analysis of the activity of an entertainment company (its management during the last three years, with a focus on products, the marketing strategy, the economic results); furthermore, they will have to answer questions on the topics explained in class and the case studies discussed during the lectures;
2. during classes, they will be assessed on their participation to the group activity involving the oral presentation of case studies; and the discussion of the documents introduced by the lecturer.

The assessment of *non-attending* students will consist of a discussion based on the textbooks indicated in the Reading list.

***NOTES AND PREREQUISITES***

Class attendance, as well as the active participation to the lectures, are strongly recommended in order to allow the achievement of the learning outcomes expected from this course.

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