



Course Syllabus

Course Code	Course Title	ECTS Credits
ART- 465	Arts Management	6
Prerequisites	Department	Semester
-	Design and Multimedia	Fall, Spring
Type of Course	Field	Language of Instruction
Elective	Fine Art	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Evanthia Tselika / Andre Zivanari	4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	N/A

Course Objectives:

The main objectives of the course are to:

- Formulate a basic understanding of arts management and cultural production.
- Demonstrate an awareness of different frameworks of arts organization- film, music, visual arts, performing arts.
- Review the influence of policy and how fundraising can be carried out to gather sponsorship.
- Plan, review and co-create in an inter-disciplinary collective manner, which is the working context of art management.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Demonstrate knowledge of the different needs of organizing different types of art events (film/ music/ performance/ festival/ visual arts event).
2. Identify the process of creating a concept, writing a proposal, fundraising, gathering contributors, securing the venue, disseminating and ensuring the smooth procedure of the event.
3. Demonstrate an understanding of the frameworks and structures of art and culture organizations.
4. Appraise the benefits of working across disciplines for organizing high quality art and culture manifestations.
5. Discuss areas of leadership, management, entrepreneurship, creativity and cultural

diversity within the contemporary art and culture context. Demonstrate the capacity to analyse and assess a project both in terms of the process of development and the final outcome and to interact in discussions about large scale painting and muralism both with the tutor and fellow students.

Course Content:

1. Introduction to Arts Management
2. Visual Arts Organizing
3. Festival Organizing
4. Focusing on the performing arts
5. Development of an idea within the context of the creative field
6. Creating a mission statement, Fundraising and sponsorship
7. Local culture in a global world
8. Taking cultural policy into consideration, as well as local and international organizational agendas
9. Working in a team environment
10. Considering issues of leadership, entrepreneurship, the creative market and issues of diversity
11. Presentation of proposal within a group environment
12. Arts Management and Urban Renewal

Learning Activities and Teaching Methods:

Lecture, collaboration workshops, oral presentations, seminars and group dialogues

Assessment Methods:

Active participation; Oral presentation; Assignments; Art project written proposal

Required Textbooks / Readings:

Course reader

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The creative city: a toolkit for urban innovators	Charles Landry	New Stroud, UK: Comedia; London; Sterling, VA: Earthscan.	2008	9781844075997

Management and the Arts	William Byrne	Focal Press	2008, 4 th ed.	024081004X
The economics of cultural policy	David Throsby	Cambridge University Press	2010	9780521868259

EBooks:

Title	Author(s)	Publisher	Year	ISBN
Cycle: A Practical Approach to Managing Arts Organizations	Michael M. Kaiser and Brett E. Egan	Brandeis University Press	2013	9781611684780
Arts Management and Cultural Policy Research	Jonathan Paquette Eleonora Redaelli	Palgrave Macmillan, London	2015	978-1-137-46092-9