Management in Educational and Cultural Fields
A.A. 2011/2012

Faculty: Faculty of Education – Bachelor in Multilingual Communication
Address: Regensburger Allee / Viale Ratisbona 16 – 39042 Brixen / Bressanone
Course Year: 2nd Year
Semester: 1st (26.09.2011-21.01.2011)
Exam Code: 17109

Scientific Area: SECS-P/08
Lecturer: Dr Viganò Federica – non-academic teaching staff

Module: Yes – Total number of modules: 3

Credit Points: 5 CP
Total Lecture Hours: 30
Total Laboratory Hours: 20
Total hours of self-study and / or other individual educational activities: 75

Attendance: optional
Teaching Language: English
Propaedeutic Course: None

Course Description:
The course resumes the elements of the 1 year management course, with a specific focus on the management for the educational and cultural sectors**.**
Depending on the typology of organization, ranging from cultural (Museums, galleries, cultural dept. of public administration,) to educational organization (research centers, universities, schools etc.) different business models will be analyzed :
- management issues (style of management, horizontal/vertical structure) and distribution of responsibilities
- goals statement (mission, vision and operative objectives);
- marketing oriented strategies and customer satisfaction and retain;
- financing culture, public support and private support.
- communication, communication tools

Educational Objectives – Expected Learning Outcomes:
Outcomes:
The course will provide a specific insight on management issues in cultural and educational fields. After a general introduction over typologies of organization (private/public) the course makes the focus on business model and style of management, including the presentation of management tools, of educational/cultural organization.

Main goals:
- Provide students with a perspective on mission and operative management for educational and cultural sectors
- acquisition of strategic elements for communication activities and management options;
- definition of tools for management of educational and cultural organizations

Teaching Methods:
traditional and mixed, with students deep engagement into role games and case studies analysis

Teaching Format:
Lecture

Assessment:
written or oral in agreement with the teaching staff

Required Readings:
- A handbook of cultural economics, Ruth Towse eds, Edward Elgar Publishing, 2003
- Colbert F., Marketing Culture and the Arts, Paperback 2001

Supplementary Readings:
Further readings will be provided at the beginning of the course