

## Short version of the course outline

SUBJECT: <b>Introduction to Cultural Economics</b>		
HOURS: <b>30</b>		ECTS:
YEAR		SEMESTER

  

Name/title of the lecturer:	
Course Description:	The course introduces students to basic concepts and ideas linked with cultural economics as a specialised branch of economic studies concerned among others with: markets and specificity of production of cultural goods and services, economic organisation of creative industries (e.g. music and publishing industries), consumption of cultural goods and services, economic factors and contexts of the functioning of cultural institutions (e.g. museums, theatres), the concept of creativity in economic discourse, artists' labour markets, impact of the cultural sector and cultural activities on urban development and the processes of urban regeneration, economic aspects of cultural policy and cultural heritage. Its aim is both to reflect on the above issues from a theoretical point of view as well as to show examples and experiences of studying them in different cultural contexts including Poland and Central and Eastern Europe.
Learning Outcomes (Goals and Objectives of the course):	Knowledge of theories and ideas linked with the economic aspects of the functioning of the cultural sector, cultural industries and cultural heritage. Knowledge of selected research methods applied in cultural economics in the studies of cultural institutions and activities.
Entrance qualifications:	General knowledge of basic micro- and macroeconomics.
Course Content:	<p>Lectures will focus on following particular topics and themes:</p> <ol style="list-style-type: none"><li>1. Cultural economics as a branch of economics. Economic context of culture – cultural context of economics. Specific features of cultural goods and services.</li><li>2. Economic valuation of cultural goods and services: cultural and economic value. Theories of cultural capital.</li><li>3. Valuation methods used in cultural economics.</li><li>4. Creative economy. Cultural and creative industries.</li><li>5. The concept of the creative class and its critique.</li><li>6. Culture and labour markets: artists' labour markets as a reflection of broader contemporary labour market tendencies.</li><li>7. Culture and urban development. The use of culture in urban regeneration.</li><li>8. Economic aspects of cultural heritage. Cultural heritage in local and regional development.</li><li>9. Museum economics.</li></ol>
Assessment policy (examination):	A short written exam at the end of the semester (75% of the final mark). Regular attendance at lectures (25%).
Course materials / bibliography:	<p>Main textbook: D. Throsby, <i>Economics and culture</i>, Cambridge University Press 2001.</p> <p>Supplementary literature: R. Towse, <i>A textbook of cultural economics</i>, Cambridge University Press, 2010.</p> <p>Pdf files with article texts provided by the lecturer.</p>
Methods of Instruction:	Lectures using PowerPoint presentations. A field trip – study tour to one of historic quarters in Krakow considered "a cultural quarter" (an equivalent of one lecture).
Notes / suggestions:	General interest in various expressions of culture (literature, music, theatre, media) and cultural activities.