

SUBJECT: Introduction to Cultural Economics	
HOURS: 30	ECTS: 3
YEAR 2015/2016	

Name/title of the author:	Monika Murzyn-Kupisz, PhD Hab.
Course Description:	The aim of the course is to provide students with an introduction to the broadly understood field of cultural economics as an important, contemporary branch of economic studies taking into account the specificity of culture as an economic sector, specific features of cultural goods and services, the role of culture in local and regional development, as well as tendencies and trends in the global and European markets. While referring to general literature on the subject and international experiences, the Central and Eastern European as well as Polish context of the subject will also be underlined.
Learning Outcomes (Goals and Objectives of the course):	<p>Making students familiar with major concepts, issues and trends linked with the functioning of the cultural sector as an important sector of contemporary economy. Introducing students to main economic methods of analysis, including valuation methods used with respect to culture and cultural heritage.</p> <p>Introducing students to the economic dimensions of public involvement in the provision and dissemination of cultural goods and services – economics of cultural policy.</p> <p>Making students aware of the multidimensional, potential impact of culture, cultural institutions and heritage on contemporary development processes. Pointing to challenges linked with using culture as a means of development.</p>
Entrance qualifications:	Having completed a general course in microeconomics and macroeconomics at secondary school or university level.
Course Content:	<ol style="list-style-type: none"> 1. Cultural economics as a branch of economics. Economic context of culture – cultural context of economics. Specific features of cultural goods and services. 2. Economic valuation of cultural goods and services: cultural and economic value. Theories of cultural capital. 3. Valuation methods used in cultural economics. 4. Creative economy. Cultural and creative industries. 5. The concept of the creative class and its critique. 6. Culture and labour markets: artists' labour markets as a reflection of broader labour market tendencies. 7. The economics of cultural policy. 8. Culture and urban development. The use of culture in urban regeneration. 9. Economic aspects of cultural heritage. Cultural heritage in local and regional development. 10. Museum economics.
Assessment policy (examination):	Regular attendance (25%); A summary/review test at the end of the course (75%)
Course materials/bibliography:	<p>Main textbook: D. Throsby, Economics and culture, Cambridge University Press, 2001 (ISBN-10: 0521586399, ISBN-13: 978-0521586399). Pdf files with article texts provided by the lecturer.</p> <p>Other bibliography: R. Towse (ed.), A handbook of cultural economics, second edition, Edward Elgar, Cheltenham 2013; R. Florida, The rise of the creative class revisited, Basic Books, New York, 2014; D. Hesmondhalgh, The cultural industries, third edition, Sage, London 2012; I. Rizzo, A. Mignosa (eds.), Handbook on the economics of cultural heritage, Edward Elgar, Cheltenham 2013.</p>
Methods of Instruction:	Lectures illustrated by PowerPoint presentations, discussions with students, a field trip to a regenerated historic quarter