

COURSE DETAIL

MANAGEMENT OF CULTURE AND ART INSTITUTIONS

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

121

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF CULTURE AND ART INSTITUTIONS

UCEAP Transcript Title

MGMT CULTR&ART INST

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Italy's cultural heritage represents at least 50% of the world's cultural heritage, according to UNESCO. This cultural heritage and the artistic and cultural institutions involved require management and promotion. This course studies the main economic issues in the creative industries (tv, radio, cinema, publishing, theaters, museums, music) and the value chain. Special attention is given to exploring means of service erogation, with a focus on service management both in main and accessory services. The course analyzes the organizational theme of the compatibility of the administration/management aspects of culture with the artistic/intellectual aspects, and the business mechanisms needed to make these work together. Guest speakers from creative hubs and businesses in the field bring real-life cases to class.

Language(s) of Instruction

Italian

Host Institution Course Number

30208

Host Institution Course Title

MANAGEMENT DELLE ISTITUZIONI CULTURALI E ARTISTICHE

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management & Technology

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