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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30208&anno=2022&or...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management & Technology

Course Last Reviewed
2021-2022

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