

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №12/29.04.2024)

Adopted by the DC (record №10/16.04.2024)

**ACCEPTED BY:**

**Dean:**

**(Assoc. prof., Phd, Dobrin Dobrev)**

## **SYLLABUS**

**SUBJECT: CULTURAL POLICY**

**DEGREE PROGRAMME: Master of business administration; MASTER'S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 12**

**TOTAL STUDENT WORKLOAD: 210 hours; incl. curricular 60 hours**

**CREDITS: 7**

### **DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	30 30	2 2
EXTRACURRICULAR	150	-

Prepared by:

1. ....  
(Prof. Ivan Roussev, Dr. Sc)

2. ....  
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Head of department  
of Management and administration: .....

(Assoc. Prof. Phd Desislava Serafimova)

## **I. ANNOTATION**

*The course "Cultural Policy" is designed for students in Master of Business Administration programme at the University of Economics - Varna.*

*The emphasis is on the objectives, principles and emerging dilemmas in the implementation of cultural policy at national, regional and local level. Its specific features in cultural heritage, cultural tourism, the arts and the cultural industries are exposed. In parallel, students acquire knowledge related to its elaboration and implementation at a local level, as well as its relation to development as process. Gained knowledge is about administration and funding of cultural policies inside and outside the EU at macro- and micro-level. Good practices of cultural entrepreneurship are also considered.*

*The course broadens knowledge about structure and role of UNESCO, the World Bank, the Council of Europe and national cultural strategies for the development of modern society. On the basis of case studies, the newly-developed skills are related to the rationalization of processes in the elaboration and implementation of cultural policy with its specific features in terms of international cooperation and dialogue, as well as in the initiative "European capitals of culture" and the concept of "Creative Cities".*

*The course applies the following core competences: personal, social and learning to learn, citizenship, cultural awareness and expression as suggested by the Council of European Union.*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme 1. CULTURE</b>		<b>3</b>	<b>4</b>	
1.1.	Definition and etymology of the concept	1	1	
1.2	Anthropological notion of culture	1	1	
1.3	Sociological notion	½	1	
1.4	Cultural notion	½	1	
<b>Theme 2. CULTURAL POLICY</b>		<b>6</b>	<b>3</b>	
2.1	Definition of cultural policy	1	1	
2.2	Aims, principles and dilemmas of cultural policies	2	1	
2.3	European and worldwide cultural policies models	2	1	
2.4	Forms of support and role of state	2		
<b>Theme 3. CULTURAL HERITAGE</b>		<b>3</b>	<b>4</b>	
3.1	Cultural heritage – definition and classification	1	1	
3.2	Cultural heritage policy characteristics	1/2	1	
3.3	Museums and galleries	1	1	
3.4	Libraries and archives	1/2	1	
<b>Theme 4. CULTURAL TOURISM</b>		<b>2</b>	<b>2</b>	
4.1	Definition of cultural tourism	1		
4.2	Cultural tourism as part of cultural policy	1	2	
<b>Theme 5. ARTS</b>		<b>3</b>	<b>2</b>	
5.1	Performing arts - theater, opera, ballet	2	1	
5.2	Visual arts and literature	1	1	
<b>Theme 6. CULTURAL INDUSTRIES</b>		<b>4</b>	<b>4</b>	
6.1	Cultural entrepreneurship	3	4	
6.2	Intellectual property in culture	1		
<b>Theme 7. CULTURE AND DEVELOPMENT</b>		<b>4</b>	<b>6</b>	
7.1	The role of culture in the development process. UNESCO and the World Bank	1	1	

7.2	Cultural Policy for Sustainable Development. Impact of cultural policy.	3	5	
<b>Theme 8. LOCAL CULTURAL POLICIES</b>		<b>3</b>	<b>4</b>	
8.1	Agenda 21	1	2	
8.2	Creative cities	1	1	
8.3	European capitals of culture	1	1	
<b>Theme 9. EUROPEAN UNION POLICY</b>		<b>2</b>	<b>1</b>	
9.1	“Culture” Programme	1	1	
9.2	International cultural cooperation and dialogue	1		
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
<b>1.</b>	<b>Midterm control</b>		
1.1.	Cases studies	<b>5</b>	<b>15</b>
1.2.	Course project	<b>1</b>	<b>45</b>
1.3.	Debates	<b>2</b>	<b>30</b>
1.4.			
<b>Total midterm control:</b>		<b>8</b>	<b>90</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>60</b>
<b>Total final term control:</b>		<b>1</b>	<b>60</b>
<b>Total for all types of control:</b>		<b>9</b>	<b>150</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Baldwin, J., Faulkner, S., Hecht, M. L., Lindsley, Sh. Redefining the culture. Perspectives across disciplines. London: Lawrence Erlbaum Associates, Publishers, 2006.
2. Council of Europe. In from the margins: A contribution to the debate on culture and development in Europe. Strasbourg: Council of Europe Publishing, 1997.
3. D’Angelo, M., Vesperini, P. Cultural policies in Europe: A comparative approach. Strasbourg: Council of Europe, 2000.
4. D’Angelo, M., Vesperini, P. Cultural policies in Europe: Regions and cultural decentralization. Strasbourg: Council of Europe, 2001.
5. D’Angelo, M., Vesperini, P. Cultural policies: Method and practice of evaluation. Strasbourg: Council of Europe, 1999.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Edgar, A., Sedgwick, P. Key concepts in cultural theory. NY: Routledge, 1999
2. Florida, R. Cities and the creative class. Routledge, 2005.

3. Florida, R. The rise of the creative class and how it's transforming work, leisure, community and everyday life (Paperback Ed.). 2004.
4. Frey, Br. Arts & Economics. Analysis & Cultural policy. Second edition. Springer, 2003.
5. Heilbrun, J., Gray, Ch. The economics of arts and culture. Cambridge university press, 1993.
6. Matarasso, Fr., Landry, Ch. Balancing act: twenty-one strategic dilemmas in cultural policies. Cultural policies research and development unit, Policy Note 4, Council of Europe Publishing, 1999.
7. McGuigan, J. Culture and the public sphere. London and New York: Routledge, 1996.
8. Miller, T., Yudice, G. Cultural policy. London: Sage, 2002.
9. Mundy, S. Cultural policy. A short guide. Council of Europe Publishing, 2000.
10. Sacco, PL. Culture 3.0: A new perspective for the EU 2014-2020 structural funds programming. Produced for the OMC Working Group on Cultural and Creative Industries, April 2011.
11. Throsby, D. Economics and culture. Cambridge university press, 2001.
12. Throsby, D. The economics of cultural policy. Cambridge university press, 2010.
13. Towse, R.(ed.). A Handbook of cultural economics. Second edition, Cheltenham: Edward Elgar, 2011.
14. European Commission. Creative Europe – The European Union programme for the cultural and creative sectors. 2014-2020.
15. European Commission. The role of public arts and cultural institutions in the promotion of cultural diversity and intercultural dialogue. 2015.
16. [http://www.coe.int/t/dg4/cultureheritage/culture/default\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/culture/default_en.asp)
17. [http://www.coe.int/t/dg4/cultureheritage/culture/Compendium/default\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/culture/Compendium/default_en.asp)
18. [http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)
19. [http://europa.eu/pol/cult/index\\_en.htm](http://europa.eu/pol/cult/index_en.htm)
20. [http://eacea.ec.europa.eu/culture/index\\_en.php](http://eacea.ec.europa.eu/culture/index_en.php)
21. <http://www.eunic-brussels.eu/asp/index.asp>
22. <http://www.wearemore.eu/culture-programme/>