**Sokhumi State University**

***SYLLABUS***

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| ***Name of the course*** | **Culture Management** |
| ***Status of the course*** | Master programme **“Intercultural Communications”;** I semester, compulsory |
| ***ECTS*** | **5 ECTS** |
| ***Course identification/form*** | 125 hours; 4 hours a week (lectures – 30 h., group work – 15 h., practical classes – 13 h., midterm review – 2 h., midterm exam – 2 h., final exam – 2 h., consulting hours – 1 h. Total contact hours – 65 h., independent work – 60 h. |
| ***Lecturers*** | Professor, Doctor of Philology, Janetta Varjelashvili  Tel: +995(77)41-15-00  **E.mail:** vjanetta@yandex.ru  [varjanetta@gmail.com](mailto:varjanetta@gmail.com) |
| ***Course Learning Objectives*** | * To give the students theoretical knowledge of the various aspects of culture management and teach them how to make and use decisions correctly in the certain enterprises. * To give a general idea of the commercial and nonprofit organizations and their effective use to the students of various specialties. * To introduce students to the basic management issues; develop modern management thinking; introduce modern management theories, methods of organization management and skills utilization. |
| ***Course Prerequisites*** | Before taking the course students are required to know general rules and principles of management, its basic and generalized rules. |
| ***Course Content*** | ***See the attechment*** |
| ***Required and additional literature*** | Тульчинский Г. Л., Шекова Е. Л.  Менеджмент в сфере культуры: Учебное пособие. 2001 СПб.: Издательство «Лань» (Учебники для вузов).  *Абчук В. А.* Путь к успеху, или Курс бизнеса. СПб., 1998.  *Бодди Д. П.* Основы менеджмента. СПб., 1999.  Культурный туризм: конвергенция культуры и туризма на пороге XXI века. СПб., 2008.  *Демидов В.Е.* Сущность рекламы и психология ее восприятия. М., 1984.  *Михеева Н.* А, *Галенская Л.* Я. Менеджмент в социально-культурной сфере. СПб., 2000.  *Пул Д. X.* Когда менеджмент приносит деньги. СПб., 1999.  *Тульчинский Г. Л.* Менеджмент в сфере культуры. СПб., 2001.  Тульчинский *Г. Л.* PR фирмы: технология и эффективность. СПб., 2001.  Тульчинский *Г. Л.* Проблема эффективности в сфере культуры //  Экономика культуры. Проблемы теории и практики. М., 1986. С. 15-24.  *Тульчинский Г. Л.* Технология менеджмента в сфере культуры. СПб., 1996.  *Jeffri J* The Emering Arts: Managements, Surrival and Growth. New York, 1980.  Культурный туризм: конвертация культуры и туризма на пороге XXI века: учеб. пособие. СПб.: 2008.  *Квартальнов В.А.* Туризм: Теория и практика: Избр. труды: В 5 т. Т. 1: Гуманитарные проблемы развития туризма: История и современность. М.: Финансы и статистка, 2000.  Молл, Елена Георгиевна. Менеджмент: организационное поведение: Учебное пособие по специальности "Менеджмент" / Е.Г. Молл. – М.: Финансы и статистика, 1998. 160с.  Семенов, Борис Дмитриевич. Рекламный менеджмент: Учебное пособие / Б.Д. Семенов. – М.: Маркетинг, 2001. 268с  Макашева, Зинаида Мефодиевна. Социальный менеджмент: Учебник для вузов / З.М. Макашева, И.О. Калинникова. – М.: ЮНИТИ-ДАНА, 2002. 206с  Маслоу С. Социальная психология. Учебное пособие - М.: 2002.  *Moutinho L.* (ed.). Strategic Management in Tourism. Published in UK; CABI Publishing, 2000. |
| ***Course Outcomes*** | **Knowledge and Understanding**  After completing the course students will focus on the relations established between people in the organizations in their field of activity. They will be able to combine systematic, situational and procedural approaches in the management process. They will be oriented in the management and culture management processes.  **Ability to apply knowledge in practice**  After completing the course students will be able to analyze socio-cultural sector as a management unit, develop innovative structures; define the role of the charitable organizations in the culture development process; use the important ideas of modern management in the culture sphere; effectively assess innovations in the culture sphere; outline the major situational factors and use the obtained knowledge.  **Communication skills**  Students will be able to submit their views in written way, as well as orally and by means of presentation. They will be able to provide interested people - professionals and non-specialists - with proper information, describe given problems and clearly transfer their opinions on the problem solving issue; participate in discussions, prepare and present the results in a detailed written report. Graduates will be able to maintain communication with business partners and others.  **Study skills** Students will develop clear understanding of their specialty and field tendencies, which will enable them to independently choose the direction to improve their skills. Students will be able to determine the objectives of the organization, show the systematic design methods of the organization. Demonstrate their managerial skills and leadership individual style by mastering management skills, plan and assess the social-economical effectiveness of the activities, critically evaluate and use advanced management achievements of foreign proceedings. Graduates will develop individual and team-working skills, leadership skills and ethical behavior. They will be able to identify/diagnose management problems of business organizations in the market conditions, select / justify the problem-solving methods, transform the problems into operational / tactical decisions within the formulated general strategy. |
| ***Teaching and Learning Methods*** | Lectures – 30 hours, group work - 15 hours, practical classes – 13 hours;  The following methods are used:   * explanation methods; * case study * demonstration method; * analysis method; * writing method; * verbal method, discussion/debates; * practical methods; |
| ***Grading system*** | Students are assessed in accordance with the grading system of maximum 100 points. The grading system covers the following competences:   * **attendance - 0 - 10 points;** * **midterm review - 0 - 20 points;** * **midterm exam – 0 - 30 points;** * **final exam - 0 - 40 points;**   **Total - 0-100 points.**  Grading system is of the following type:     |  |  | | --- | --- | | **Points** | **Assessment** | | 91-100 | ( A ) excellent | | 81-90 | ( B ) very good | | 71-80 | ( C ) good | | 61-70 | ( D ) satisfactory | | 51-60 | ( E ) passing | | **41-50** | **(FX)** failed; student has to work harder to has the right to retake the final exam once | | **0-40** | **(F)** failed; the work done by the student is not sufficient, course has to be retaken. | |

***Attachment***

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| **№** | **Lectures and laboratory works** |
| I week | **Lecture - 3 h.**  The field of culture and culture management technologies; culture and management; the system of management mechanisms, culture sphere as service sphere, management mechanisms in the culture field, evolution of management technologies.  **Group work - 1 h.** |
| II week | **Lecture - 2 h.**  Features of modern management techniques in the cultural field: marketing, advertising and the cultural sector; culture and work with staff; present-day business technologies and socio - cultural technologies.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| III week | **Lecture - 2 h.**  Management as Humanitarian Practice: management in the context of the humanities disciplines, management types and forms; management key processes.  **Laboratory work - 1 h.**  **Practical classes – 1 h.** |
| IV week | **Lecture - 2 h.**  State management bodies in the cultural field: the legislative and performing organizations: management functions and levels in the culture field; relations between state agencies and nonprofit organizations.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| V week | **Lecture - 2 h.**  Organizational - economic conditions of culture management: state regulation; non-state support in the socio - cultural area: sponsors, charity, patronage.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| VI week | **Lecture - 2 h.**  The experience of developed countries in the field of cultural management: global charity, sponsorship, their goals and objectives, motivation.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| VII  week | **Lecture - 2 h.**  Organization of cultural projects and programmes.  **Group work – 1 h.**  Seminar - the game: selection of topics and role distribution in the groups. Definition of the stages and completion of tasks.  **Practical classes – 1 h.** |
| VIII week | **Lecture - 2 h.**  Advertising Campaign:  Organization of Advertising campaign; its types; program; segmentation and positional strategies in advertising; planning of the advertising budget.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| IX  week | **Lecture - 2 h.**  Cultural Tourism Management:  Travel agency basic management issues; function, purpose, operational management problems of the agency; routes and services; financial - economic analysis of the certain areas in tourism industry and operational management.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| X week | **Lecture - 2 h.**  Corporate culture  **Group work – 1 h.**  **Practical classes – 1 h.** |
| XI week | **Midterm exam – 2 h.** |
| XII week | **Lecture - 2 h.**  Work with staff; human resource management methodology; leader and manager;  **Group work – 1 h.**  **Practical classes – 1 h.** |
| XIII week | **Lecture - 2 h.**  The phenomenon of motivation in the field of management; the concept of motivation; psychological basis of motivational processes; Maslow’s ''hierarchical pyramid"; main motivations; primary and secondary requirements in accordance with Maslow’s theory; motivation theories.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| XIV week | **Lecture - 2 h.**  Management methods: a systematic approach; a comprehensive approach; modeling; administrative, economic and social - psychological approaches; cooperation as a key component of corporate culture; classification of personality type in the work motivation.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| XV week | **Lecture - 2 h.**  Conflicts in Management: understanding of organizational conflict and its structure, the subject of the conflict, the functions of the conflict: business, socio-emotional; conflict types; means of goal achieving; methods and models of conflict solution; behavior models; the role of manager in conflict resolution process.  **Group work – 1 h.**  **Practical classes – 1 h.** |
| XVI week | **Midterm review – 2 h.** |
| XVII- XX week | **Consultation – 1 h., final exam – 2 h.** |