



APPLIES TO ACADEMIC YEAR 2006/2007

KLS 2602 Management of creative projects

Program

Bachelor in Arts and Management (3. year)

Responsible for the course

Donatella de Paoli

Department

Communication - Culture and Languages

Term

According to study plan

ECTS Credits

9

Projects and the project working mode increases in the art- and cultural field with a higher degree of projects in traditional art institutions as well and increasing amount of festivals and events. The artistic field has well developed modes of project management within the performative arts, film and music, but project management as a management task has not been professionalized in the same way as in business. In this course, it is therefore seen as important heightening the competence level and professionalizing project management as a leadership task.

Objective

The objective of the course is to give the students an understanding of what traditional project management is and how this working mode can be adjusted to lead and manage interdisciplinary creative processes in the art- and cultural field. An introduction to the most used perspectives and definitions within the field of project management will be highlighted, based upon the specific challenges art- and cultural projects raise. The course will apply a practical approach and give the students the necessary tools and experiences necessary to be professional project managers within the arts and cultural field.

Prerequisites

There are no specific prerequisites.

Compulsory literature

Books:

Karlsen, Jan Terje og Petter Gottschalk. 2005. Prosjektledelse : fra initiering til gevinstrealisering. Oslo: Universitetsforlaget. 409 sider

Shone, Anton og Bryn Parry. 2004. Successful event management : a practical handbook. 2nd ed. London : Thomson Learning. ca.100 sider

Collection of articles:

De Paoli, Donatella. 2007. Artikkelsamling: Ledelse av kreative prosjekter. Oslo: Handelshøyskolen BI

Recommended literature

Books:

Kolltveit, Bjørn Johs og Torger Reve. 2002. Prosjekt : organisering, ledelse og gjennomføring. 2.utg. Oslo : Universitetsforl

Kupferberg, Feiweil. 1996. Kreativt kaos i prosjektarbeidet. Aalborg : Aalborg universitetsforlag
Yeoman, Ian, Martin Roberson, Jane Ali-Knight, Siobhan Drummond og Una McMahon-Beattie. 2004. Festival and events management : an international arts and culture perspective. Amsterdam : Elsevier Butterworth-Heinemann

Course outline

Projects, festivals, events and the artistic experience
Starting up and defining the project, festival or event.
The project leader and leadership of creative people
Marketing of projects, festivals and events
Organizing and purchasing
Daily project work in the arts and cultural field
Stakeholders and environment

Strategic approach to sponsorship
Time planning
Cost control and budgeting
Resource planning and risk management
Evaluation and sharing experience

Computer-based tools

No necessary IT tools are required.

Course structure

The course is run by 54 hours lectures, seminars and group work as part of the spring the 3rd year. The students will get different practical project tasks relevant to project management that they have to solve, present orally and/or deliver to defined dates and times. The results of the group work will be evaluated by the the teacher. It will contribute to 60% of the final grade.

Evaluation

The course will be finalized by two exams that totally has to be finalized with the grade E or better.

Part 1 - Process evaluation of group work counting 60%.
This is described thoroughly under 'course structure'.

Part 2 - Three hours individual written exam counting 40%.

Forslag til tekst:

The course will be graded as a process-course

Part 1 - Group work, up to three students, counts for 60% of the final grade

Part 2 - Three hours individual written exam counts for 40% of the final grade.

Evaluation code(s)

KLS 26021 - Proses evaluation accounts 100% of final grade in the course KLS 2602
Management of creative projectst, 9 credits.

Aids at the examination

All aids are allowed.

Makeup exam

A re-sit is held in connection with the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.