



APPLIES TO ACADEMIC YEAR 2008/2009

## **KLS 2602 Management of creative projects**

### **Program**

Bachelor in Arts and Management (3. year)

### **Responsible for the course**

Donatella de Paoli

### **Department**

### **Term**

According to study plan

### **ECTS Credits**

9

### **Language of instruction**

Norwegian

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, music, design and architecture, but project management as a management task has not been professionalized in the same way as in business.

### **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 within design and 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 creative fields by making students use the knowledge in an actual interdisciplinary and creative project .

### **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

#### **Collection of articles:**

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

### **Recommended literature**

#### **Books:**

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

Kupferberg, Feiwel. 1996. Kreativt kaos i prosjektarbeidet. Aalborg : Aalborg universitetsforlag

Yeoman, Ian ... et al. 2004. Festival and events management: An international arts and culture perspective. Amsterdam: Elsevier Butterworth-Heinemann

### **Course outline**

- Starting up and defining the project, festival or event
- Leadership of creative entrepreneurial projects
- The project leader and leadership of creative people
- Daily project work in the arts and cultural field
- 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 course will be run together with MRK 2602 Visual communication and design. It implies a joint program for lectures and exam, that will be informed in detail in the lecture content. The course will consist of lectures, guest lectures, visits to other institutions, cooperation with external actors, presentation of project work and discussions. It is expected that the students are present and contributes actively during the lectures, in the same time as they will be working in groupwork with the project task during the whole period the course is running in january. The last mentioned imply presentations of own and group work.

**Evaluation**

40% of the grade is based on individual presentations that is based in groupwork with at specific project task. .

60% of the grade is based on project task that starts in the beginning of the semester and delivered in the beginning of the semester.

Project work is done by groups of up to 4 students from BI, where there will be a specific program regarding composition and stages in groupwork. Information about this will be given at the start of the course. The groups will be obliged to cooperate in projects together with students from an external educational institution.

As well as the oral and written part of the exam has to be executed with the grade E or better to obtain grading in the course.

**Evaluation code(s)**

KLS 26021 - Prosess 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.