



APPLIES TO ACADEMIC YEAR 2009/2010

## KLS 2900 Culture and Capital

### Programme

Bachelor in Arts and Management (1. year)

### Responsible for the course

### Department

### Term

According to study plan

### ECTS Credits

7,5

### Language of instruction

Norwegian

### Introduction

### Learning outcome

#### Acquired Knowledge:

The student will gain knowledge on arts and business, finance strategies in arts, art sponsorship and Norwegian cultural politics.

#### Acquired Skills:

The student will gain analytical skills and a broader historical perspective on the arts. Further the student will acquire the ability to portray a general strategy on art sponsorship.

#### Developed reflection:

The main aim is to gain a respect regarding cultural values, an understanding of the historic references in culture and a greater insight towards arts theory.

### Prerequisites

None.

### Compulsory reading

#### Books:

Eliasson, Gunnar & Ulla Eliasson. 1997. Företagandets konst : om konstproduktionen i renässansens Florens. Stockholm : City University Pres. s. 7-31, s. 61-107.

Gran, Anne-Britt og Donatella De Paoli. 2005. Kunst og kapital : nye forbindelser mellom kunst, estetikk og næringsliv. Oslo : Pax. s. 9-75, s. 121-258.

Gran, Anne-Britt og Sophie Hofplass. 2007. Kultursponsing. Oslo : Gyldendal Akademisk

#### Collection of articles:

Gran, Anne-Britt (red.). 2009. Artikkelsamling: Kultur og kapital

### Recommended reading

#### Course outline

- Introduction: Why culture and capital now? – A contextual view on the contents of this course
- Theoretical perspectives on the relationship between culture and capital, art and commerce as well as culture and business
- Financing strategies in the culture sector before and now
- The market: financial motives and obstacles
- Art sponsorship as a financing source in the culture sector
- Art sponsorship as a business marketing strategy
- Cultural and educational politics – on public funding as a financial source

### Computer-based tools

None required

**Learning process and workload**

The course will be a mixture of lectures, casework in groups and the students will be activated by cases and presentations in the classroom.

Activity	Use of hours
Participate in lectures I	24
Participate in lectures II	12
Preparation for lectures	18
Case preparation / case work	50
Home work and reading	60
Exam	36
<b>Total use of hours recommended</b>	<b>200</b>

**Use of hours****Examination**

Final grade in the course is based on following activities and weighting:

- 1) Case-work in groups (from 2 to 4 students), accounts for 40 % of the grade in the course
- 2) 72-hours take-home examination in groups (from 2 to 4 students), accounts for 60 % of the grade in the course.

**Exam code(s)**

KLS 29001 - Process evaluation, counts 100% to obtain final grade in KLS 2900 Culture and Capital, 7,5 credits.

**Examination support materials**

All aids allowed.

**Re-sit examination**

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.

**Additional information**