



APPLIES TO ACADEMIC YEAR 2011/2012

## **KLS 2900 Culture and Capital**

### **Programme**

Bachelor in Arts and Management (1. year)

### **Responsible for the course**

Anne-Britt Gran

### **Department**

Department of Communication - Culture and Languages

### **Term**

According to study plan

### **ECTS Credits**

7,5

### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

#### **Acquired Knowledge**

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

#### **Acquired Skills**

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

#### **Reflection**

The main aim is to provide students with respect for cultural values, and an understanding of the historical references in culture, as well as a greater insight into arts theory.

### **Prerequisites**

None.

### **Compulsory reading**

#### **Books:**

Eliasson, Gunnar & Ulla Eliasson. 1997. Företagandets konst : om konstproduktionen i renässansens Florens. 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. Pax. s. 9-75, s. 121-258.

Gran, Anne-Britt og Sophie Hofplass. 2007. Kultursponsing. Gyldendal akademisk Grund, Jan. 2008. Kulturpolitikk er kunst. Universitetsforlaget. Kap. 1-3 (andre kapitler i boken er pensum i andre Kultur og ledelses-kurs)

#### **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 policy – on public funding as a financial source

**Computer-based tools**

None required

**Learning process and workload**

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

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

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

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

- 1) Project work in groups (from 2 to 3 students), accounts for 60 % of the grade in the course
- 2) Individual written exam, accounts for 40 % of the grade in the course.

**Examination code(s)**

KLS 29002 - Project work, counts 60% to obtain final grade in KLS 2900 Culture and Capital, 7,5 credits.

KLS 29003 - Written exam, counts 40% to obtain final grade in KLS 2900 Culture and Capital, 7,5 credits.

**Examination support materials**

Project work - All support materials are allowed

Written Exam - No support materials are allowed.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

**Re-sit examination**

A re-sit is held in connection with the next scheduled exam in the course.

Re-sit exams are however possible to do separately. All parts must be passed to obtain final grade in the course.

**Additional information**