



APPLIES TO ACADEMIC YEAR 2013/2014

KLS 2900 Culture and Capital

Programme

Bachelor of Arts Management (1. year)

Responsible for the course

Anne-Britt Gran

Department

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

The course will provide an introduction to the culture of financing in general and cultural sponsorship in particular. The course gives an introduction to the relationship between culture and commerce. The student will be introduced to key concepts and theoretical approaches within these areas, and it instituted a general historical perspective.

Learning outcome

Acquired Knowledge

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

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The main aim is to provide students with respect for cultural values, and an understanding of the historical references in culture, as well as a greater insight into arts theory.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

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. Hele boken er pensum

Collection of articles:

Gran, Anne-Britt (red.). 2013. Artikkelsamling: Kultur og kapital. Handelshøyskolen BI

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

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	8
Preparation for lectures	18
Case preparation / case work	54
Home work and reading	60
Exam	36
Total recommended use of hours	200

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