APPLIES TO ACADEMIC YEAR 2014/2015

KLS 2900 Culture and Capital

Programme
Bachelor of Arts Management (1. year)

Responsible for the course
Anne-Britt Gran

Department
Department of Communication and Culture

Term
According to study plan

ECTS Credits
7,5

Language of instruction
Norwegian

Introduction
The course will provide an introduction to how the arts are funded in general and cultural sponsorship in particular. The course gives an introduction to the relationship between arts and business. The student will be introduced to key concepts and theoretical approaches within these areas in a historical perspective.

Learning outcome
Acquired knowledge
The student is to acquire historical knowledge on the different forms of funding with respect to culture, as well as theories on the historical relations and differences that exist between capital and culture, the financial and the spiritual. The student will learn about theories relating to patron of the arts activities, cultural sponsorship, cultural entrepreneurs and modern forms of cooperation between culture and business. Moreover, the student is to acquire knowledge on the growth of the different cultural industries during the past 10-15 years.

Acquired skills
The student is to be able to give an account of the main principles of culture funding during the Renaissance and in modern times. Furthermore, the student must be able to analyse complex relations between culture and capital by means of theories on cultural sponsorship/cooperation, aestheticizing and cultural entrepreneurship. During the course the student is intended to learn how to use the recently acquired insight and theoretical tools on concrete examples today. The student is also to be able to outline an overall strategy for cultural sponsorship/cooperation.

Reflection
The student shall develop respect for knowledge and scientific and cultural values and learn how to deal with the ethical dilemmas that arise in the interface between culture and business.

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