

IB/CU 348 CULTURAL HERITAGE: BUSINESS AND STRATEGIES
IES Abroad Milan

DESCRIPTION:

“Our future includes culture”. Discovered in the 1970s as a powerful resource, capable of generating sustainable wealth and employment, the cultural sector has become the topic of a specific stream of worldwide economics and business studies. In the early 2000s, the cultural and creative industries have been investigated as relevant field of social, technological, and economic innovation and their impact on wellbeing is currently at the heart of the international efforts to go “beyond GDP” in measuring progress. The definition proposed by UNESCO in 2009 describe the sector “as a set of activities that produce and distribute cultural goods or services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions irrespective of the commercial value they may have” (UNESCO-UIS, 2009)

The course offers an outline of the cultural sector of activities, exploring in some details its components: the heritage, the performing arts, the visual arts, the audio-visual, architecture, books and press, fashion, design and advertising, arts crafts and highlighting their business structure and contribution to a sustainable local development. The course will use Milano as a platform to explore the opportunities to foster development and growth through investments in arts and culture activities.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Piergiacomo Mion Dalle Carbonare

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:

- Lectures
- Seminar discussion
- Course-related trips
- Moodle

REQUIRED WORK AND FORM OF ASSESSMENT:

- Class participation - 10%
- Presentation on a specific topic chosen with the instructor - 10%
- Paper and presentation on a specific topic chosen with the instructor - 20%
- Midterm exam - 25%
- Final exam - 35%

Course Participation

Class attendance and participation in discussions are essential to profit from this course. Students have to come prepared to class, i.e., preparing the homework for each lecture (i.e., readings, assignments, brainstorming...). Students are asked to be proactive and interact during the lectures, i.e., bringing examples of their out-of-class experiences that can be related to the course. Also, this course is fully integrated with Moodle, the IES online learning platform. Students will be required to actively access and interact with resources on this platform. For a better understanding of class participation, the grading rubric for student participation is available on Moodle and will be distributed on the first day of class.

Midterm Exam



The midterm exam will be taken in-class (during the course) and will consist mostly of open-ended short answer and essay questions, with a few multiple-choice questions. The topics and materials that have been covered before the midterm will make up this exam.

Please note: The midterm exam will take place during midterm-week; during midterm-week classes will be held regularly at IES.

Final Exam

The final exam will be taken in-class (at the end of the course) and has the same structure as the midterm exam.

Please note: The final exam includes only the material covered after the midterm exam.

Group presentation

Each group will work on a challenge faced by cultural institutions and propose a possible managerial solution. Groups will present the results and proposal on the last day of classes.

Individual paper and presentation

During the semester, each student will also have to write and then give an individual oral presentation. This presentation will require outside research. Each student must find an example of a challenge faced by a cultural institution, and then explain how the challenge is directly linked to a topic of the syllabus. A written analysis of the research of approximately 5 pages must be handed in on the day of the oral presentation. The oral presentation itself, which should last about 10 minutes (+ a couple of minutes for a Q&A session by the instructor and the class), does not need to be printed or handed in. Students may elect to use videos, PPT presentations, the blackboard, or other tools they deem useful to best present their topics. Both the written document and the oral presentation will be evaluated, weighing respectively $\frac{3}{4}$ and $\frac{1}{4}$ of the total 20%. The date of the written and oral presentation depends on the topic each student chooses from the syllabus, since the presentation date will correspond to the date that topic is covered in class. *Students must tell the instructor the topic that they have chosen by the end of the first week of class.* The instructor will then inform them which date they will present.

Please note:

Students will be given additional information regarding the requirements of each assignment and about deadlines after the course has started.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Recognize the distinctive business dynamics and strategies in the domains of heritage, performing and visual arts, cultural and creative industries (books and press, audio-visual, architecture, design, and advertising, etc).
- Identify the most relevant economic and social impacts of the cultural activities
- Trace the value creation process in the cultural sector with different assessment methods and indicators
- Compare success cases and their strategies *Please use active verbs.*

ATTENDANCE POLICY:

As a member of our class community, you are expected to be present and on time every day. Attending class has an impact on your learning and academic success. For the reason, the IES Abroad Milan attendance policy allows for the following number of absences, which are intended to be used for physical and mental health reasons:

- THREE (3) absences in each Italian language course,
- TWO (2) absences in each Area Studies course,
- ONE (1) absence in each seminar course or course meeting 1 day a week,
- ZERO (0) absences in each course of individual music instruction.

Every absence beyond this allowance will automatically result in a penalty of 2 percentage points off the final grade. SEVEN (7) absences will result in a failing grade in Italian language and Area Studies courses. FOUR (4) absences will result in a failing grade in seminar or 1-day-a-week courses. Failure to attend a scheduled exam, test, quiz, or presentation will automatically result in an F grade on that assessment.

CONTENT:

Session	Content	Materials
Week 1 <i>Session 1</i> 26/09/2023	Introduction to Arts Management <ul style="list-style-type: none"> Course overview presentation Individual assignment and group project presentation 	<ul style="list-style-type: none"> Syllabus UNESCO-UIS: Measuring the economic contribution of cultural industries. A review and assessment of current methodological approaches
<i>Session 2</i> 28/09/2023	Introduction to Arts Management <ul style="list-style-type: none"> The economics of culture and the mapping of the cultural and creative industries: a macro- economic approach Cultural activities and occupation Supply and demand 	<ul style="list-style-type: none"> BOP Consulting, Mapping the Creative Industries: A Toolkit. Link to the article: http://creativeconomy.britishcouncil.org/media/uploads/files/English_mapping_the_creative_industries_a_toolkit_2-2.pdf The Economy of culture in Europe (pp. 1-26; 43-57).
Week 2 <i>Session 3</i> 03/10/2023	Culture-based Economic Development and its Actors <ul style="list-style-type: none"> Use of structural funds for cultural projects 	<ul style="list-style-type: none"> Professor's Course Pack Session 3: read material and take notes KEA, <i>Use of Structural Funds for cultural projects</i>. Link to the article: http://www.keanet.eu/docs/structuralfundsstudy.pdf
<i>Session 4</i> 05/10/2023	Culture-based Economic Development and its Actors <ul style="list-style-type: none"> The intrinsic and instrumental value of culture. Culture-based economic development strategies in the European Union. 	<ul style="list-style-type: none"> Professor's Course Pack Session 4: read material and take notes The Council of the European Union (2007) Council Conclusions on the contribution of the cultural and Creative sectors to the achievement of the Lisbon objectives. Link to the article: http://www.consilium.europa.eu/ueDocs/cms_Data/docs/pressData/en/educ/94291.pdf
Week 3 <i>Session 5</i> 10/10/2022	Arts, Economy, and Society (off campus) <ul style="list-style-type: none"> The arts and their actors. Creation, production, consumption and practice. FIELD RESEARCH IN MILANO	<ul style="list-style-type: none"> Professor's Course Pack Session 5: read material and take notes White paper on creativity. Towards an Italian model of development, W. Santagata, Ch.1-2 (pp. 14-58).

Session 6 12/10/2023	Arts, Economy, and Society <ul style="list-style-type: none"> Merit goods and market failure. 	<ul style="list-style-type: none"> Professor's Course Pack Session 6: read material and take notes The economics of art and culture, J. Heilbrun and C.M. Gray, Part V (pp. 311-402)
Week 4 Session 7 17/10/2023	Cultural heritage <ul style="list-style-type: none"> Monuments, museums, historical places: intrinsic value and social and economic impacts. 	<ul style="list-style-type: none"> Professor's Course Pack Session 7: read material and take notes Alessandro Bollo, Measuring Museum Impacts. Link to the article: http://www.fitzcarraldo.it/ricerca/pdf/measuring_museum_impacts.pdf OPTIONAL: Museums in Italy: data, dynamics and policy questions, A. Cicerchia, Economia della Cultura, 2013, issue 4, (pp. 461-474).
Session 8 19/10/2023	Group Assignment Session (ONLINE) <ul style="list-style-type: none"> Students bring assignment brainstorming and updates to be discuss with the instructor and workshop their assignment. 	<ul style="list-style-type: none"> Develop topic for group assignment and come prepared to the session
Week 5 Session 9 24/10/2023	Cultural Resources and Cultural Districts <ul style="list-style-type: none"> The concept of cultural resources Strategies to harness cultural value Cultural districts 	<ul style="list-style-type: none"> Professor's Course Pack Session 9: read material and take notes Dallas Arts District case study discussion
Session 10 26/10/2023	Review for the Midterm Exam <ul style="list-style-type: none"> Content review for the midterm exam Q&A for midterm exam Mock exam 	<ul style="list-style-type: none"> Professor's Course Pack Session 10: read material and take notes Fondazione Rovati presentation
Week 6 Session 11 31/10/2023	MIDTERM EXAM <ul style="list-style-type: none"> Material and topics covered until the midterm are part of the exam 	

Session 12 02/11/2023	Cultural Landscapes <ul style="list-style-type: none"> The European landscape as 100% cultural: formed by human activity. How culture shapes mineral and vegetal elements in response to material and cultural needs 	<ul style="list-style-type: none"> Professor's Course Pack Session 12: read material and take notes World Heritage Cultural Landscapes. A Handbook for Conservation and Management, Nora Mitchell, Mechtild Rössler, Pierre-Marie Tricaud (Authors/Ed.). Unesco 2009. Link to the article: http://whc.unesco.org/documents/publi_wh_papers_26_en.pdf Teatro Girolamo presentation
Week 7 Session 13 07/11/2023	The Audiovisual and Publishing industries <ul style="list-style-type: none"> Field study to Skira Editore 	<ul style="list-style-type: none"> Professor's Course Pack Session 14 with guideline + questions for the field study: read material - you will answer the questions during the field study
Session 14 09/11/2023	The Audiovisual and Publishing industries <ul style="list-style-type: none"> Changes to Cinema, Radio, TV, Books and Journalism due to ICTs The emergence of prosumers. Traditional media decline 	<ul style="list-style-type: none"> Professor's Course Pack Session 14: read and take notes Cultural access and participation. Special Eurobarometer no. 399. Link to the article: http://ec.europa.eu/public_opinion/archives/ebs/ebs_399_en.pdf Pinacoteca di Brera presentation
Week 8 Session 15 14/11/2023	The Visual Arts <ul style="list-style-type: none"> Field study to Villa Necchi Campiglio in Milano 	
Session 16 16/11/2023	The Visual Arts <ul style="list-style-type: none"> The economics of the visual and plastic arts. Market dynamics, cultural value, and the origins of taste. Highbrow and low brow culture. 	<ul style="list-style-type: none"> Professor's Course Pack Session 16: read material and take notes Symbolic meanings of prices: Constructing the value of contemporary art in Amsterdam and New York galleries, O. Velthuis, 2003. Link to the article: http://www.aacorn.net/members_all/velthuis_olav/pricemeaning.pdf Pinacoteca Ambrosiana presentation

Week 9 <i>Session 17</i> 21/11/2023	FIELD TRIP TO PRIME ALTURE WINERY & RESORTO Food, culture, creativity, and tourism <ul style="list-style-type: none"> Food and cuisine as a cultural field combining identity, tradition, local territory, history and landscape Creativity, research and technological innovation in the food industry 	<ul style="list-style-type: none"> Professor's Course Pack Session 17
<i>Session 18</i> 23/11/2023	The Performing Arts: music, theatre and dance <ul style="list-style-type: none"> The performing arts system 	<ul style="list-style-type: none"> Professor's Course Pack Session 17 read material and take notes On the Performing Arts: the Anatomy of their Economic Problems, W.J. Baumol and W.G. Bowen, 1965, The American Economic Review, Vol.55 no 1/2, (pp. 495-502)
Week 10 <i>Session 19</i> 28/11/2023	The Performing Arts: music, theatre and dance <ul style="list-style-type: none"> Course related trip to Teatro Franco Parenti 	<ul style="list-style-type: none"> Professor's Course Pack Session 18 read material and take notes
<i>Session 20</i> 30/11/2023	Second Check-in: Group Projects (ONLINE) <ul style="list-style-type: none"> Students bring assignment brainstorming and updates to be discuss with the instructor and workshop their assignment 	<ul style="list-style-type: none"> Bring updates on group project
Week 11 <i>Session 21</i> 05/12/2023	Fashion, design, and advertising <ul style="list-style-type: none"> The intersection of material need, consumption, production and the intangible system of creativity, signs, and identity Course-related trip to Fondazione Prada 	<ul style="list-style-type: none"> Professor's Course Pack Session 21: read and take notes
<i>Session 22</i> 11/12/2023	Group Project Presentations and Review for the Final Exam <ul style="list-style-type: none"> Group project presentations Content review for the final exam Q&A for final exam Wrap-up of the course 	<ul style="list-style-type: none"> Group presentations Professor's Course Pack Session 22: read material and take notes Armani Silos presentation

Week 12	FINAL EXAM <ul style="list-style-type: none"> Material and topics covered from the midterm onwards are part of the final exam 	
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REQUIRED READINGS:

- European Statistical System Network on Culture, Final Report: chapt. 1-6 (pp. 37-78)
- BOP Consulting, Mapping the Creative Industries: A Toolkit. Link to the article: http://creativeeconomy.britishcouncil.org/media/uploads/files/English_mapping_the_creative_industries_a_toolkit_2-2.pdf
- The Economy of culture in Europe (pp. 1-26; 43-57).
- KEA, *Use of Structural Funds for cultural projects*. Link to the article: <http://www.keanet.eu/docs/structuralfundsstudy.pdf>
- The Council of the European Union (2007) Council Conclusions on the contribution of the cultural and Creative sectors to the achievement of the Lisbon objectives. Link to the article: http://www.consilium.europa.eu/ueDocs/cms_Data/docs/pressData/en/educ/94291.pdf
- White paper on creativity. Towards an Italian model of development, W. Santagata, Ch.1-2 (pp. 14-58)
- The economics of art and culture, J. Heilbrun and C.M. Gray, Part V (pp. 311-402)
- Alessandro Bollo, Measuring Museum Impacts. Link to the article: http://www.fitzcarraldo.it/ricerca/pdf/measuring_museum_impacts.pdf
- World Heritage Cultural Landscapes. A Handbook for Conservation and Management, Nora Mitchell, Mechtild Rössler, Pierre-Marie Tricaud (Authors/Ed.). Unesco 2009. Link to the article: http://whc.unesco.org/documents/publi_wh_papers_26_en.pdf
- Cultural access and participation. Special Eurobarometer no. 399. Link to the article: http://ec.europa.eu/public_opinion/archives/ebs/ebs_399_en.pdf
- Symbolic meanings of prices: Constructing the value of contemporary art in Amsterdam and New York galleries, O. Velthuis, 2003. Link to the article: http://www.aacorn.net/members_all/velthuis_olav/pricemeanig.pdf
- On the Performing Arts: the Anatomy of their Economic Problems, W.J. Baumol and W.G. Bowen, 1965, The American Economic Review, Vol.55 no 1/2, (pp. 495-502)

OPTIONAL

- Museums in Italy: data, dynamics and policy questions, A. Cicerchia, *Economia della Cultura*, 2013, issue 4, (pp. 461-474).

INSTRUCTOR BIOGRAPHY:

Piergiacomo Mion Dalle Carbonare is lecturer at IES Abroad in Milano, Franklin University Switzerland, and SDA Junior Lecturer of the Government, Health, and Non-Profit Division. He is the Coordinator of the Master in Arts Management and Administration (MAMA) at SDA Bocconi School of Management and Deputy Director of the Master of Science in Economics and Management for Arts, Culture, Media and Entertainment (ACME) at Bocconi University where he also teaches courses related to Cultural Policies, Public Management and Territorial Marketing at Bocconi University and SDA Bocconi School of Management. He holds a PhD in Marketing from the University of Valencia.