



DEPARTMENT OF CULTURAL SCIENCES

MEK200 Media, Aesthetics, and Cultural Entrepreneurship: semester 2, 30 credits

Medier, estetik och kulturellt entreprenörskap: termin 2, 30 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Cultural Sciences on 2015-08-18 and was last revised on 2018-12-10 to be valid from 2019-01-20, spring semester of 2019.

Field of education: Arts 100%

Department: Department of Cultural Sciences

Position in the educational system

The course is given only as a part of the Bachelor's programme Media, Aesthetics and Cultural Entrepreneurship, 180 credits.

The course can be part of the following programme: 1) Media, Aesthetics and Cultural Entrepreneurship, Bachelor's Programme (H1MEK)

Main field of studies

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Specialization

G1F, First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Entry requirements

For admission to the course, student are required to have passed at least 20 credits from Media, Aesthetics and Cultural entrepreneurship: semester 1.

Learning outcomes

Knowledge and understanding

- demonstrate a good knowledge of research concerning Culture economics, strategy and entrepreneurship

- demonstrate a general understanding of the conditions for different professions and traditions in aesthetic and media businesses

Competence and skills

- in speech and writing express and structure issues that concern artistic processes and organisations in the culture and media sectors
- critically discuss their and other student's analyses of artistic processes and organisations in the culture and media sectors
- cooperate with different partners and argue for different views and valuing practices
- in groups professionally plan projects within given time frames

Judgement and approach

- take a scientific position to and express critically aware assessments of norming mechanisms in culture and media organisations.
- assess aesthetic processes and phenomena based on different valuing practices
- demonstrate the ability to identify their need for further knowledge of various professional roles in the culture and media sectors.

Course content

Culture economics, 10 credits, combine the research on Culture economics with the research on Business administration with the research on marketing and audience -/User research to highlight and review how different actors in the culture and media field critically carry out and form knowledge of their activities, their products and their audience.

To understand artistic processes 10 credits deals with different types of artistry from institutional and individual perspectives. Artistic creation and the artistic process is studied both as socially conditioned and actor-centred activities. This module builds on research concerning art processes and artistry combined with case studies.

Project: cultural and social entrepreneurship, 5 credits, centre on a broad design perspective and how to transform technologies, organisations or artistic expressions for other purposes than what they originally were intended for. The students should create and develop a project from an aesthetically based idea in groups. The project work introduces basic methods for project work in groups (e.g. the design process, organisation, economics, conflict management).

Cultural and social entrepreneurship, 5 credits, is a theoretical and norm critical in-depth study drawing from research on entrepreneurship, particularly with cultural industries but also within the non-profit-making sector, and how artistic processes can

be developed and structured.

Form of teaching

The education is carried out through lectures, seminars, exercises, laboratory sessions, supervision (individual and in groups) and project.

Each semester contains a project worth 5 credits, that runs parallel with one of the other modules, followed by a theoretically based project analysis. The project includes components of collaboration with external actors.

Language of instruction: Swedish and English

Assessment

The course is assessed by individual take-home examinations and oral and written project presentations, individually and in groups, at assessing seminars.

A student who has failed a test twice has the right to change examiner. The request must be in writing to the Department of Cultural Sciences.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

For "Cultural and social entrepreneurship, 5 credits the grading scale Fail (U), Pass (G) (UG) is applied.

To pass the course with distinction, the grade Pass with distinction is required on at least 20 credits of the modules.

Course evaluation

An anonymous course evaluation is carried out in writing after each course. In addition, the course coordinator arranges an evaluating seminar at the end of each module. There earlier experiences and measures concerning the next course in the program are also discussed.

Additional information

Equality aspects should be taken into consideration in content, literature, teaching and evaluation. In addition, where relevant, the course should make students aware of and problematise ecological, economic, cultural and socially sustainable development.