Course Handbook Cultural Management Master

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Cultural Management Master - mandatory courses (overview)

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Colloquium	MAKM-330	P430-0005, P430-0043	3	2S	2	Prof. Dr. Nicole Schwarz
Cultural Management Seminar	MAKM-250	P430-0016	2	4S	6	Prof. Dr. Nicole Schwarz
Cultural Marketing and Communications Policy	MAKM-210	P430-0006	2	2V+2S	6	Prof. Dr. Nicole Schwarz
Cultural Policy and Cultural Sociology	MAKM-130	P430-0007, P430-0008	1	4V	6	Prof. Dr. Simone Odierna
Cultural Studies and History	MAKM-140	P430-0009, P430-0010	1	4S	6	Prof. Dr. Markku Klingelhöfer
Cultural Studies Projects	MAKM-150	P430-0015	1	4PA	6	Prof. Dr. Nicole Schwarz
Culture and Didactics	MAKM-230	P430-0039	2	4S	6	Prof. Dr. Jörg Abbing
Economic and Legal Conditions and Constraints	MAKM-120	P430-0017	1	4VU	6	Prof. Dr. Sybille Neumann
	MAKM-220	P440-0004	2	4V	6	

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Financial Management and Project Funding						Prof. Dr. Kerstin Heuwinkel
Master's Thesis	MAKM-320	T430-0012, T430-0042	3	-	22	Prof. Dr. Nicole Schwarz
Nonprofit Management	MAKM-110	P430-0014	1	4VU	6	Prof. Dr. Kerstin Heuwinkel
Project and Process Management	MAKM-240	P440-0021	2	4V	6	Prof. Dr. Steffen H. Hütter

(12 modules)

Cultural Management Master - optional courses (overview)

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
3klang Campus Radio	MAKM-305	P430-0032	1	4V	6	Prof. Dr. Jörg Abbing
Business French - Language and Intercultural Communication	MAKM-304	P420-0014	3	4V	6	Prof. Dr. Thomas Tinnefeld
Cultural, Leisure and Tourism Geography	MAKM-312	P430-0040	3	4SU	6	Prof. Dr. Achim Schröder
Event Management	MAKM-311	P440-0112	3	4S	6	Prof. Dr. Nicole Schwarz
Event Management	MAKM-310	P430-0047	3	4PA	6	Prof. Dr. Nicole

Module name (EN)	Code	SAP-P	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Project						Schwarz
International Business Communication	MAKM-314	P420-0262, P420-0263	3	4V	6	Prof. Dr. Thomas Tinnefeld
Music Learning Theory	MAKM-316	P430-0038	3	4S	6	Prof. Dr. Michael Dartsch
Pop Culture and Creative Industries	MAKM-319	P430-0046	3	4SU	6	Prof. Dr. Nicole Schwarz
Selected Fine Arts Topics	MAKM-315		3	4SU	6	Prof. Dr. phil. Christian Bauer
Service Learning im Nonprofit Management	MAKM-307		3	4V	6	Prof. Dr. Nicole Schwarz
Sustainable Cultural Management - Players, Events and Intercultural Encounters	MAKM-318		3	4V	6	Prof. Dr. Kerstin Heuwinkel
Theater Pedagogy	MAKM-313		3	4S	6	Prof. Dr. Simone Odierna

(12 modules)

Cultural Management Master - mandatory courses

Colloquium

Module name (EN): Colloquium
Degree programme: Cultural Management, Master, ASPO 01.04.2020
Module code: MAKM-330

Hours per semester week / Teaching method: 2S (2 hours per week)	

ECTS credits: 2

Semester: 3

Mandatory course: yes

Language of instruction: German

Assessment: Term paper with presentation [*updated 24.09.2020*]

Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance: MAKM-330 (P430-0005, P430-0043) Cultural Management, Master, ASPO 01.04.2020 , semester 3, mandatory course

Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules): None.

Recommended as prerequisite for:

Module coordinator: Prof. Dr. Nicole Schwarz

Lecturer: Prof. Dr. Nicole Schwarz   [*updated 11.09.2023*]

Learning outcomes:
After successfully completing this module, students will:
 	
    be able to combine their findings from theory and practice in a solution-oriented way,
    present the core elements of their Master´s thesis with special regard to their own individual contribution and be able to justify their approach and methodology to a critical audience
    be able to critically discuss the results of their Master´s thesis,

be able to formulate the findings of their work with regard to its implications for cultural institutions and, if necessary, for further research

be able to formulate the key message of their thesis as an abstract

be able to take part in professional, practice-oriented discussions and discussions about cultural studies

[*updated 23.02.2024*]

Module content:
Within the framework of the Master s Colloquium (block seminar), students will present the topic, their approach and methodology, as well as the final, resp. available results of their Master s thesis and discuss these critically, in particular with regard to the limits of their own work.

[*updated 23.02.2024*]

Teaching methods/Media:
Oral presentation, expert discussions

[*updated 23.02.2024*]

Recommended or required reading:
Depends on the topic of the Master s thesis.

[*updated 23.02.2024*]

Cultural Management Seminar

Module name (EN): Cultural Management Seminar

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-250

Hours per semester week / Teaching method:
4S (4 hours per week)

ECTS credits:
6

Semester: 2

Mandatory course: yes

Language of instruction:
German

Assessment:
Written composition with presentation

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-250 (P430-0016) Cultural Management, Master, ASPO 01.04.2020 , semester 2, mandatory course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:
MAKM-320 Master´s Thesis

[*updated 22.10.2018*]

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Dozierende des Studiengangs

[*updated 25.10.2018*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to work independently or in groups on a complex topic from the field of cultural management using scientific methods,
_   be able to independently procure, evaluate and use information in a targeted manner,
_   be able to scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary).

[*updated 24.09.2020*]

Module content:
_This course deals with the complex topic of cultural management. Students will work on subtasks individually and/or in groups.

[*updated 24.09.2020*]

Teaching methods/Media:

_   Seminar
_   Case studies

-     Group work
-     Discussions with fellow students and third parties
-     Presentations and preparation of documentation/papers

[*updated 24.09.2020*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.

[*updated 24.09.2020*]

Cultural Marketing and Communications Policy

Module name (EN): Cultural Marketing and Communications Policy

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-210

Hours per semester week / Teaching method:
2V+2S (4 hours per week)

ECTS credits:
6

Semester: 2

Mandatory course: yes

Language of instruction:
German

Assessment:
Project work with presentation(s)

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-210 (P430-0006) Cultural Management, Master, ASPO 01.04.2020 , semester 2, mandatory course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:
MAKM-305 3klang Campus Radio

[*updated 25.10.2018*]

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Dozierende des Studiengangs

[*updated 25.10.2018*]

Learning outcomes:
After successfully completing this module, students will:

_ have a basic understanding of marketing and its integration into the corporate context of the cultural field,
_ be able to provide an overview of the tasks and functions of cultural marketing,
_ be able to identify marketing mix instruments (product, price, communication, distribution and service policy) and to relate them to sector-specific characteristics of the cultural sector,
_ be able to promote and market the services of cultural institutions to specific target groups,
_ be able to express the special importance of a communication policy for cultural institutions,
_ be able to demonstrate and apply a deeper understanding of communication policy and its instruments,
_ be able to develop, document and present a communication mix for a specific question/problem on the basis of the methods and instruments conveyed in the lecture.

[*updated 24.09.2020*]

Module content:
"Cultural Marketing and Communications Policy" lecture

_ Basic terms and concepts of cultural marketing and differentiation from other industry-specific forms of marketing
_ Definition of the goals of cultural marketing
_ Presentation of the central building blocks of cultural marketing
_ Strategies in cultural marketing
_ Creative fields within the marketing mix: product policy, communication policy, pricing policy, distribution policy, service policy in the cultural sector
_ Psychological theories for exuding influence through communication
_ The communication mix
_ Advertising, product placement and sales promotion
_ Public relations (internal and external PR)
_ Trade fairs and exhibitions
_ Sponsoring
_ Event marketing
_ Budgeting
_ Media planning

_	Measuring the communication effect

Seminar:
_Students will get the chance to apply the content conveyed in the lecture to a task or problem from the field of cultural management.

[*updated 24.09.2020*]

Teaching methods/Media:
_	Seminaristic lecture course
_	Role playing
_	Group and project work (concept development and presentation)
_	Discussions with fellow students and third parties
_	Presentations and preparation of documentation/papers

[*updated 24.09.2020*]

Recommended or required reading:
_	Bruhn, M.: Marketing. Grundlagen für Studium und Praxis, Wiesbaden: Springer Gabler, latest edition.
_	Bruhn, M.: Marketing für Nonprofit-Organisationen, Stuttgart: Kohlhammer, latest edition.
_	Fischer, W. B.: Kommunikation und Marketing für Kulturprojekte, Bern: Haupt, latest edition.
_	Fuchs, W., Unger, F.: Management der Marketing-Kommunikation, Berlin Heidelberg: Springer Gabler, latest edition.
_	Günter, B., Hausmann, A.: Kulturmarketing, Wiesbaden: Springer Fachmedien, latest edition.
_	Hausmann, A.: Kunst- und Kulturmanagement, Wiesbaden: Springer Fachmedien, latest edition.
_	Kotler, P. et al: Grundlagen des Marketing. München: Pearson Studium, latest edition.
_	Kroeber-Riel, W., Weinberg, P., Gröppel-Klein, A.: Konsumentenverhalten, München: Vahlen, latest edition.
_	Meffert, H. et al.: Marketing. Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, latest edition.
_	Meffert, Heribert et al.: Internationales Marketing-Management, Stuttgart: Kohlhammer, latest edition.

[*updated 24.09.2020*]

Cultural Policy and Cultural Sociology

Module name (EN): Cultural Policy and Cultural Sociology

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-130

Hours per semester week / Teaching method:
4V (4 hours per week)

ECTS credits:
6

Semester: 1

Mandatory course: yes
Language of instruction: German/English/French/Spanish
Assessment: Written exam (60 Minuten) und written composition [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-130 (P430-0007, P430-0008) Cultural Management, Master, ASPO 01.04.2020 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAKM-230 Culture and Didactics   [*updated 25.10.2018*]
Module coordinator: Prof. Dr. Simone Odierna
Lecturer: Dozierende des Studiengangs   [*updated 23.10.2018*]
Learning outcomes: Students will develop, expand and deepen their specialized and methodological knowledge on the following points in relation to the following topics: Ethical questions and general terms: After successfully completing this module, students will: _   be able to illustrate the relevance of the integration of ethical questions (e.g. interculturality, interreligiousness, intergenerationality, inclusion of children, young people and older people, as well as people with disabilities, gender and queer debates in the cultural field and in cultural policy) and place them

in a larger (socio-political) context.

A. Cultural Policy

Students will:

_ become familiar with the system of cultural policy management in the Federal Republic of Germany, the federal states and municipalities and be able to outline the legal and political foundations,

_ become familiar with the possibilities of cultural-political design (ability) at the local, regional and interregional level and will be able to present application examples,

_ gain initial insights into the basics of cultural policy and the cultural-political sector, understand its peculiarities in comparison to other policy fields and be able to present these in an understandable way,

_ be able to analyze and present specific issues from cultural policy and sociology,

_ develop a comprehensive understanding of target group-oriented cultural policy, taking into account target group-specific approaches to culture, and will be able to draft exemplary sector-specific cultural policy concepts for various target groups, plan implementation steps and present these to the group,

_ will gain initial insight into the economic and social dimensions of cultural management and be able to place them in a broader socio-political context,

_ become familiar with the work of players from the field of cutural policy - also on the Internet - and will be able to present strategies for the use of cultural policy work in local, regional and federal government, as well as on the Internet on the basis of examples.

B. Cultural Sociology

Students will:

_ be familiar with analyses of the relationship between culture and society and can place them in a broader social context,

_ know the basics of cultural sociology with an emphasis on cultural players, institutions, organizations and networks and be able to present them,

_ be familiar with examples of cultural sociological analyses of current scenes and milieus (scenes, event culture,...) and be able to present practical examples,

_ have gained insight into the various forms of cultural production and consumption and will be able to create examples for use in cultural management,

_ be familiar with the problems of socialization, mediation, reception and appropriation of culture and be able describe them using examples,

_ be aware of international and intercultural references and be able to place them in a broader context

Students will be familiar with:

_ the international institutions and organizations in the field of cultural policy, in particular the SaarLoLux area and be able to present them,

_ examples of work from international institutions, organizations and networks in the field of cultural policy, and be aware of their legal foundations and strategies, as well as how they work and can present them.

Practical relevance:
Students will be able to:

_ understand and analyze questions and peculiarities of cultural policy and sociology and reproduce them in planning and control models,

_ understand and describe cultural policy planning and control methods,

_ describe, develop, plan and design cultural policy strategies,

_ carry out socio-cultural analyses and comparisons,

_ communicate more efficiently _ also interculturally _ and cooperate with different target groups,

external players and groups.

[*updated 24.09.2020*]

Module content:
Ethical questions and general terms:
Integration of ethical questions on cultural policy and cultural sociology e.g.
_   interculturality, interreligiousness, intergenerationality, inclusion of children, young people and older people, as well as people with disabilities, gender and queer debates in the cultural field and in cultural policy.

A. Cultural Policy

_   Basics of cultural policy: fundamentals of cultural policy: concepts, spheres, fields of work and players in cultural policy, significance, integration in social policy, differentiation from educational policy, state of research and teaching
_   History, development, theories and examples of cultural policy in the Federal Republic (federal government, states and municipalities), and in Europe
_   German-French cultural policy, especially in the SaarLoLux region
_   Cultural policy in the digital society: Internet _ Power - Culture
_   Cultural policy and cultural mangement: conflicts and opportunities

B. Cultural Sociology

_   Basics of cultural sociology: concepts, significance, its place in sociology, current state of research and teaching
_   Relationship between culture and society: enculturation
_   Acculturation
_   Players in cultural sociology: producers, intermediaries, recipients, media

[*updated 24.09.2020*]

Teaching methods/Media:
_   Seminaristic lecture course
_   _SOL _ Self-organized learning
_   Case studies (ggf. study trips)
_   Role playing
_   Group and project work (concept development and presentation)
_   Discussions with fellow students and third parties
_   Presentations and preparation of documentation/papers
    On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
_   Berger, Peter A., Hitzler, Ronald (Hrsg.) (2010): Individualisierungen. Ein Vierteljahrhundert _jenseits von Stand und Klasse_? Wiesbaden.
_   Betz, Gregor, u.a. (2011): Urbane Events. Wiesbaden.
_   Council of Europe/ERICarts (Hrsg.): Compendium of Cultural Policies and Trends in Europe (Kulturpolitik und Kulturfinanzierung in der Bundesrepublik Deutschland sowie in anderen europäischen

Ländern): www.culturalpolicies.net > country profiles

_ Deutscher Bundestag (Hrsg.): _Kultur in Deutschland_. Schlußbericht der Enquete- Kommission des Deutschen Bundestages; mit allen Gutachten auf DVD, Regensburg (Conbrio) 2008 (_ 35,-) > auch als download: www.bundestag.de

_ Elias, Norbert (1976). Über den Prozess der Zivilisation. Frankfurt.

_ Fuchs, Max: Kulturpolitik, Wiesbaden (VS-Verlag) 2007 siehe auch Texte von M. Fuchs als download: www.akademieremscheid.de

_ Fuchs, Max: Kulturpolitik als gesellschaftliche Aufgabe. Eine Einführung in Theorie, Geschichte, Praxis, Opladen/Wiesbaden (Westdeutscher Verlag) 1998 (Handapparat)

_ Haferkamp, Hans (Hrsg.) (1990). Sozialstruktur und Kultur. Frankfurt.

_ Hitzler, Ronald u.a. (2011): Eventisierung. Drei Fallstudien zum marketingstrategischen Massenspaß. Wiesbaden.

_ Ronald Hitzler, u.a. (2010): Leben in Szenen. Formen juveniler Vergemeinschaftung heute. Wiesbaden.

_ Honer, Anne, u.a. (Hrsg) (2010): Fragile Sozialität. Inszenierungen, Sinnwelten, Existenzbastler. Zum Werk von Ronald Hitzler. Wiesbaden.

_ Institut für Kulturpolitik der Kulturpolitischen Gesellschaft (Hrsg.): Jahrbücher für Kulturpolitik, Bonn-Essen (Klartext Verlag)

_ Klein, Armin: Kulturpolitik. Eine Einführung, 3. akt. Auflage, Wiesbaden (VS-Verlag) 2009

_ Lissek-Schütz, Ellen: Kulturpolitik seit der Wiedervereinigung _ Bilanz und Perspektiven, in: Handbuch _Kultur-Management-Politik_, Kap. B 1.2, Stuttgart/Berlin (Raabe/Klett Verlag) 2007

_ Kulturpolitische Gesellschaft (Hrsg.) (lfd): Kulturpolitische Mitteilungen, Bonn.

_ Kulturpolitische Gesellschaft (Hrsg.) (lfd.): Jahrbuch für Kulturpolitik. (Jahrgänge ab 2006 ff) Essen.

_ Moebius, Stephan, u.a. (Hsg.) (2013): Kultur-Soziologie. Klassische Texte der neueren deutschen Kultursoziologie, Wiesbaden.

_ Moebius, Stephan (2012): Kultur. Von den Cultural Studies bis zu den Visual Studies: Eine Einführung, Bielefeld.

_ Presse- und Informationsamt der Bundesregierung (Hrsg.): Einigungsvertrag: Vertrag zwischen der Bundesrepublik Deutschland und der Deutschen Demokratischen Republik über die Herstellung der Einheit Deutschlands, Bonn 6. Sept. 1990

_ Scheytt, Oliver: Kulturstaat Deutschland. Plädoyer für eine aktivierende Kulturpolitik, Bielefeld (transcript) 2008

_ Scheytt, Oliver: Kulturpolitische Leitbegriffe, in: Handbuch _Kultur-Management- Politik_, Kap. B 1.7, Stuttgart/Berlin (Raabe/Klett Verlag) 2010

_ Schwencke, Olaf u. a.: Kulturpolitik von A bis Z. Ein Handbuch für Anfänger und Fortgeschrittene, Berlin (B&S Verlag) 2008

_ Simmel, Georg (1992). Soziologie. Frankfurt

_ Weidemann, Arne, u.a. (Hrsg.) (2010): (Wie lernt man interkulturelle Kompetenz? Theorien, Methoden und Praxis in der Hochschulausbildung. Ein Handbuch. Bielefeld.

[*updated 24.09.2020*]

Cultural Studies and History

Module name (EN): Cultural Studies and History
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-140
Hours per semester week / Teaching method: 4S (4 hours per week)

ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Term paper and presentation   [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-140 (P430-0009, P430-0010) Cultural Management, Master, ASPO 01.04.2020 , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period.   The total student study time is 180 hours (equivalent to 6 ECTS credits).   There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules):   None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Markku Klingelhöfer
Lecturer: Prof. Dr. Markku Klingelhöfer   wechselnde Dozierende   [*updated 18.03.2025*]
Learning outcomes: In this course, students will learn to examine scientific-theoretical approaches, key concepts and the central fields of cultural history and cultural studies and to classify cultural social phenomena in terms of content and time. This is done by means of a scientific theoretical examination of culture in the broadest sense, by means of scientific-theoretical research and the presentation of intellectual-cultural life in different periods of time, and by means of a scientific-theoretical examination of various cultural theories from different centuries.   After successfully completing this module, students will:

_   be able to examine the concept of culture scientifically and theoretically,
_   understand the ambiguity of the concept of culture and, depending on the context, be able to classify it correctly,
_   be able to classify phenomena of cultural society (in terms of content and time),
_   be able to name various cultural theories and be familiar with their content,
_   be familiar with the principles underlying the main thematic areas of cultural studies (memory and remembrance, identity and collective identity, signs and symbols, media, time and space),
_   be able to acquire knowledge about various cultural studies topics in an interdisciplinary way (e.g. from the point of view of the fine arts and from the point of view of music),
_   know what is involved when one speaks of cultural studies and cultural history.

[*updated 24.09.2020*]

Module content:
Cultural studies and cultural history are umbrella terms for a multitude of different topics, because everything created by man falls under the concept of _culture_. That is why it is important to examine the multi-layered concept of culture and its correct, context-related classification in both a scientific and a theoretical manner. Since culture affects all areas of human life, the subject is also highly interdisciplinary. It comprises content from the fields of art history, musicology, linguistics, art and media studies, as well as social sciences. Therefore, the content of the course will convey the basics of the interdisciplinary, cultural-scientifically most relevant subject areas (memory and memory, identity and collective identity, signs and symbols, media, time and space), as well as the appropriate cultural theories for the respective subject areas. There will be at least one presentation topic for each topic area, which is dedicated to the superordinate topic (e.g. signs and symbols), thus deepening the content.

[*updated 24.09.2020*]

Teaching methods/Media:
In the seminar, topics relevant to cultural studies and cultural history will be explored and presented on the basis of exemplary topics; important theories of cultural history and cultural studies will also be discussed.

[*updated 24.09.2020*]

Recommended or required reading:
Literature:

_   Aleida Assmann: Einführung in die Kulturwissenschaft. Grundbegriffe, Themen, Fragestellungen. Berlin 2006.
_   Hartmut Böhme, Peter Matussek, Lothar Müller: Orientierung Kulturwissenschaft. Was sie kann, was sie will. Reinbek bei Hamburg 2 2002.
_   Michael Maurer: Kulturgeschichte. Eine Einführung. Köln 2008.
_   Achim Landwehr: Kulturgeschichte. Stuttgart 2009.

[*updated 24.09.2020*]

Cultural Studies Projects

Module name (EN): Cultural Studies Projects

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-150

Hours per semester week / Teaching method:
4PA (4 hours per week)

ECTS credits:
6

Semester: 1

Mandatory course: yes

Language of instruction:
German

Assessment:
Project work with presentation(s)

[*updated 30.06.2024*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-150 (P430-0015) Cultural Management, Master, ASPO 01.04.2020 , semester 1, mandatory course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Prof. Dr. Nicole Schwarz

[*updated 25.04.2024*]

Learning outcomes:
After successfully completing this module, students will:

be able to identify and analyze the technical requirements of the topic in question, assess them critically and document them.
be able to apply current scientific-theoretical findings to practical questions from the resp. discipline and combine them effectively,
be able to independently select facts to be scientifically tested and develop them for their research,

be able to select and apply suitable empirical methods and analytical procedures to help answer their questions.

be able to develop solutions independently and in a goal-oriented manner within a team and deepen their professional competence on a functional level.

be able to independently organize the division of tasks and coordinate within the team, as well as between project subgroups.

be able to to act professionally, solution-oriented (motivating?) and in an inclusive manner, if necessary also in international, transcultural and interdisciplinary teams

be able to reflect on contributions to society as a whole and thereby assume social, ecological and/or cultural responsibility.

be able to hold deadlines,

be able to scientifically document their results obtained.

be able to present their project results in a target-group oriented manner and argue objectively in the defence of their results within the framework of a group discussion.

[*updated 30.06.2024*]

Module content:
Current topics from the cultural sector with emphasis on aspects of cultural management and concrete studies on success factors in cooperation with cultural institutions or organizations including current cultural management literature.

[*updated 24.09.2020*]

Teaching methods/Media:
Project work in groups.

[*updated 24.09.2020*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.
Literature examples:

Bruhn, M. Marketing für Nonprofit-Organisationen, Stuttgart: Kohlhammer, neueste Auflage.
Fischer, W. B.: Kommunikation und Marketing für Kulturprojekte, Bern: Haupt, neueste Auflage.
Gottschlak, I.: Kulturökonomik, Wiesbaden: Springer VS, aktuelle Auflage
Günter, B., Hausmann, A.: Kulturmarketing, Wiesbaden: Springer Fachmedien, neueste Auflage.
Hausmann, A.: Kunst- und Kulturmanagement, Wiesbaden: Springer Fachmedien, neueste Auflage
Henze, R.: Kultur und Management, Wiesbaden: Springer VS, neueste Auflage.
Klein, A.: Der excellente Kulturbetrieb, Wiesbaden: Springer VS, neueste Auflage.
Klein, A.: Kompendium Kulturmanagement, München: Vahlen, neueste Auflage.

[*updated 30.06.2024*]

Culture and Didactics

Module name (EN): Culture and Didactics

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-230

Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: The type and duration of the examination for the selected topic are specified in the module handbook. [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-230 (P430-0039) Cultural Management, Master, ASPO 01.04.2020 , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAKM-130 Cultural Policy and Cultural Sociology   [*updated 25.10.2018*]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jörg Abbing
Lecturer: Dozierende des Studiengangs   [*updated 25.10.2018*]
Learning outcomes: Learning outcomes/skills for Didactics: After successfully completing this module, students will: _   be able to analyze and evaluate teaching and learning processes in musical instrument and singing lessons _   be able to explain the theoretical backgrounds of cultural educational work and assess their relevance

for practice

Learning outcomes/skills for the concert project: After successfully completing this module, students will:

_ be able to assess the organizational prerequisites for the implementation of a concert-based educational project and ensure that they are adequately taken into account in concrete planning processes

_ be able to take didactic principles of concert pedagogy into account when planning a concert-based educational project

_ be able to perform simple acting or organizational tasks during the performance of a concert with an educational concept

Learning outcomes/skills for Music Pedagogy: After successfully completing this module, students will:

_ be able to create contexts for related scientific discourses, as well as for real teaching situations based on a well-founded overview of a specific topic in music pedagogy

_ be able to independently explore and differentiate certain aspects of the topic,

_ be able to assess the practical relevance of the topic and develop concrete options for action. Learning outcomes/skills for Didactics of Adult Education 1

After successfully completing this module, students will:

_ be able to set their potential occupational field in relation to their own inclinations and abilities with the help of an overview of various fields of action relevant to music education and adult education institutions

_ be able to reflect on basic psychological and didactic problems in further education and training, as well as in university teaching

_ be able to apply a repertoire of appropriate methods to different target groups

Learning outcomes/skills for Didactics of Adult Education 2 After successfully completing this module, students will:

_ be able to systematically observe and evaluate courses in adult education

_ be able to reflect upon their own role(s) as lecturers

_ be able to apply their communicative competence in dialogic and virtual dialogic communication processes (listening comprehension/listening and speech thinking/speaking)

_ be able to design and implement a project

_ be able to didactically analyze reference works and select suitable methods for communicating them to different target groups

be able to assess the pros and cons of decisions using structured documentation and reflections.Learning outcomes/skills for the music project:

After successfully completing this module, students will:

_ be able to design and implement a project

_ be able to didactically analyze reference works and select suitable methods for communicating them to different target groups

_ be able to assess the pros and cons of decisions using structured documentation and reflections.

[*updated 24.09.2020*]

Module content:

Content for Didactics:

_ Observation and post-evaluation of demonstration lessons in instrumental and vocal pedagogy with different target groups and in different genres.

_ Theoretical foundations of cultural education work in different settings, as well as with different target groups and different genres, especially in the areas of instrumental and vocal pedagogy

Content for the concert project:

_ Preparation and presentation of a concert with a pedagogical orientation (concert or music pedagogical project)

Content of the advanced seminar on music pedagogy:

_ Overview of the chosen topic on the basis of representative literature and individual thoughts and theories

_ Deepening, differentiating and discussing selected aspects of the topic

_   Practical relevance of the content taught in "Didactics of Adult Education 1" _   Structures, contexts, programs and ideological orientation of relevant adult education institutions _   Requirements for adult education and methods of implementation _   Self-perception and external perception _   Psychology of ageing _Content of "Didactics of Adult Education 2" _   Methods of empirical educational research, communication theories Content of the music pedagogical project: _   Planning, implementation, documentation and reflection of a music education project in cooperation with surrounding schools or music schools.   [*updated 24.09.2020*]
Teaching methods/Media: _   Seminar _   Project (concert project)   [*updated 24.09.2020*]
Recommended or required reading: _   Brandstätter, U. (2004): Bildende Kunst und Musik im Dialog. Ästhetische, zeichentheoretische und wahrnehmungspsychologische Überlegungen zu einem kunstspartenübergreifenden Konzept ästhetischer Bildung, Augsburg: Wissner. _   Brandstätter, U. (2013): Erkenntnis durch Kunst. Theorie und Praxis der ästhetischen Transformation, Wien: Böhlau. _   Stiller, B. (2008): Erlebnisraum Konzert. Prozesse der Musikvermittlung in Konzerten für Kinder, Regensburg: ConBrio. _   Wimmer, C. (2010): Musikvermittlung im Kontext. Impulse _ Strategien _ Berufsfelder, Regensburg: ConBrio.   [*updated 24.09.2020*]

Economic and Legal Conditions and Constraints

Module name (EN): Economic and Legal Conditions and Constraints
Degree programme: Cultural Management, Master, ASPO 01.04.2020
Module code: MAKM-120
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes

Language of instruction:
German

Assessment:
Written exam (90 minutes)

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-120 (P430-0017) Cultural Management, Master, ASPO 01.04.2020 , semester 1, mandatory course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Sybille Neumann

Lecturer:
Dozierende des Studiengangs

[*updated 13.12.2021*]

Learning outcomes:
After successfully completing this module students will:

_   be able to analyze and discuss current developments in the economic and legal frameworks of cultural institutions and illustrate them with examples,
_   be able to select, explain and apply appropriate management methods to the respective economic and legal frameworks,
_   be able to explain the problems that cultural institutions have in connection with society, the market and the state and develop and present their own solutions to these problems,
_   be able to critically discuss theories, theses and findings in cultural management with regard to changing economic conditions and the connections mentioned above, and develop and present their own concepts for solving these problems,
_   be able to explain the legal framework, in particular the basics of German event law, and apply them to specific cases,
      be able to apply legal texts independently, interpret each regulation and relate them to one another,
_   be able to analyze legal relationships between stakeholders in the cultural sector and evaluate them on the basis of current legal requirements and laws.

After successfully completing this module students will have acquired the following social skills:

_ Students will be able to develop and present their own opinions and argumentation,

_ They will be able to solve theoretical and practical questions in a team, organize themselves and solve conflicts (improvement of leadership skills, e.g. initiative, ability to work in a team, integration, delegation, conflict and assertiveness, self-confidence, willingness to take responsibility and risks),

_ Students will be able to communicate more efficiently and manage interaction with groups efficiently and effectively,

_ They will be able to work with the different, modern presentation techniques,

_ Students will be able to understand complex scientific and practical texts and apply them to practical problems.

After successfully completing the module, students will   be able to demonstrate the following practical professional skills:

_ be able to explain and evaluate challenges in the everyday professional life of a cultural manager with its connections to society, the market and the state,

_ Students will be able to translate findings from current research into practical applications and independently develop solutions to challenges in everyday professional life.

[*updated 24.09.2020*]

Module content:
This course will present the cultural sector as part of its economic and legal environment.
The economic framework conditions will be illustrated on the basis of the interaction between the cultural sector and society, the state and the private sector market, and the effects of changes in the legal, political, economic, technological and social framework will be discussed. Current developments, as well as market and competitive parameters will be discussed in a regional, national and international context.
Current and in-depth topics will be discussed, such as the relationship between the state and culture, the economy and culture, as well as society and culture. Recent research findings and practical examples will be used to identify the challenges of specific situations. These include, for example, the use of public-private partnerships to finance culture, corporate cultural responsibility and the voluntary commitment of citizens as important stakeholders in the cultural sector. Together, students will identify, discuss and present solutions to individual challenges. In this context, the restrictions that must be considered when providing services in the cultural economy (service chain in the overall system of the cultural economy) will also be discussed.
The legal framework and the regulations of event law will be explained and discussed in depth on the basis of current findings from research and practice. These include for example:

_ Legal relationships between organizers, artists and visitors, contract law and service disruptions

_ General aspects of copyright and trademark law, general personal rights and the right to one´s own image

_ Copyright collectives and artists´ social security contributions

_ Insurance, liability and licensing aspects

Case studies will allow students to apply what they have learned and gain a realistic view of current professional practice in the cultural sector.
In addition, scientific texts and theoretical approaches to economic and legal frameworks will be developed and discussed.

[*updated 24.09.2020*]

Teaching methods/Media:
_ Seminaristic lecture course
_ Talks from professionals
_ Case studies
_ Role playing

_   Group work (independent concept development and presentation, as well as in certain cases, realization)   _
        Discussions with fellow students and third parties
_   Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
Current literature lists will be made available to students at the beginning of the semester (exemplary references):

_   Aßländer, M. (2011): Grundlagen der Wirtschafts- und Unternehmensethik, Metropolis, Marburg
_   Banitopoulo, E. (2000): Art for Whose Sake? Modern Art Museums and Their Role in Transforming Societies: The Case of the Guggenheim Bilbao, in: Journal for Conservation and Museum Studies, No. 7, Nov. 2000
_   Blanke, B. et al. (Hrsg.): Handbuch zur Verwaltungsreform, latest edition, Springer, Wiesbaden.
_   Blankart, C. (2008): Öffentliche Finanzen in der Demokratie, 7. Aufl., Vahlen, Berlin
_   Bowdin, G., Allen, J., O´Toole, W., Harris, R., & Mc Donnell, I., Events Management, Great Britain: Elsevier, latest edition
_   Carroll, A. (2004): Managing Ethically with Global Stakeholders, in: The Academy of Management Executive, 18(2), 116 ff.
_   Crompton, J./Lee, S./ Schuster, T. (2001): A Guide for Undertaking Economic Impact Studies: The Springfest Example, in: Journal of Travel Research 2006, Vol. 40, No. 79, p. 80.
_   Frohne, J. et al. (2015): Kultursponsoring, Springer, Wiesbaden
_   Gerlach-March, R. (2011): Gutes Theater. Theaterfinanzierung und Theaterangebot in Großbritannien und Deutschland im Vergleich, Springer, Wiesbaden
_   Gerlach-March, R. (2012): Kulturfinanzierung, Springer, Wiesbaden
_   Gottschalk, I. (2016): Kulturökonomik, 2. Aufl., Springer, Wiesbaden
_   Hausmann, A. (2011): Kunst- und Kulturmanagement, Springer, Wiesbaden
_   Klein, A. (2011): Der exzellente Kulturbetrieb, Springer
_   Lange, B. et al. (2016): Kooperationen zwischen Kreativwirtschaft und Mittelstand, Springer, Wiesbaden
_   Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben _ Prognosen der Wissenschaft. Wiesbaden 2006
_   Lewinski-Reuter, V. (2008): Bürgerschaftliches Engagement _ Bürger als Akteure der kommunalen Kultur und Ausblicke für das Kulturmanagement, in: Lewinski-Reuter, V./Lüddemann, S. (Hrsg.): Kulturmanagement der Zukunft, Springer, Wiesbaden, pp. 137-163
_   Ritz, A. (2003): Public Private Partnership, in: Eichhorn, P. (Hrsg.): Verwaltungslexikon, 3. Aufl., Baden-Baden: Nomos, p. 858
_   Schulze, G.: Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart Frankfurt 1995
_   Seitanidi, M. M. & Crane, A. (2009): Implementing CSR through partnerships: Understanding the selection, design and institutionalization of nonprofit-business partnerships, Journal of Business Ethics, 85(2), 413-429.
_   Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
_   Steinkellner, V. (2015): CSR und Kultur, Springer, Wiesbaden
_   Zimmer, A. (1996): Museen zwischen Markt und Staat, in: Zimmer, A. (Hrsg.): Das Museum als Nonprofit Organisation. Management und Marketing, Frankfurt am Main, Campus, pp. 9-22;
_   Zimmer, A. & Toepler, S. (1999): The Subsidized Muse: Government and the Arts in Western Europe and the United States, in: Journal of Cultural Economics, Vol. 23, No. 1- 2, pp. 33-49
_   Waddock, S. A. (1988): Building Successful Partnerships, Sloan Management Review, 29(4), 17-23.

Financial Management and Project Funding

Module name (EN): Financial Management and Project Funding
Degree programme: Cultural Management, Master, ASPO 01.04.2020
Module code: MAKM-220
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: [*still undocumented*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-220 (P440-0004) Cultural Management, Master, ASPO 01.04.2020 , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel
Lecturer: Dozierende des Studiengangs

Learning outcomes:
After successfully completing this module students will:

_ be able to identify the possibilities of financing and the tasks of financial management in all three sectors (government, market and third sector) as well as to explain them using examples and discuss them critically,
_ be able to provide an overview of the concept of financing, as well as its tasks and sources of finance, and determine the origin and areas of application of equity and debt capital,
_ be able to provide an overview of the concept and the tasks of investment,
_ be able to explain, analyze and discuss questions from and the peculiarities of financing cultural institutions and distinguish them from financing companies,
_ be able to identify financing and funding possibilities for cultural institutions by state and private institutions,
_ be able to analyze and evaluate the financing of an organization over its entire life cycle (including start-up financing and insolvency) and identify dependencies on various stakeholders,
_ be able to present current research findings in financial management and funding and apply these to cultural management practice.

After successfully completing this module students will have acquired the following social skills:

_ Students will be able to develop and present their own opinions and argumentation,
_ They will be able to solve theoretical and practical questions in a team, organize themselves and solve conflicts (improvement of leadership skills, e.g. initiative, ability to work in a team, integration, delegation, conflict and assertiveness, self-confidence, willingness to take responsibility and risks),
_ Students will be able to communicate more efficiently and manage interaction with third parties and groups efficiently and effectively,
_ They will be able to work with the different, modern presentation techniques,
_ Students will be able to understand complex scientific and practical texts and apply them to practical problems.

After successfully completing the module, students will be able to demonstrate the following practical professional skills:

_ Students will be able to explain and evaluate possible job profiles in financial management and in the acquisition of funding in the cultural sector and the challenges they could face in everyday working life,
_ They will be able to develop, critically question and apply financial management concepts,
_ Students will be able to translate findings from current research into practical applications and independently develop solutions to challenges in everyday professional life.

Module content:
First, the module will lay the foundations for a comprehensive understanding of financial management and its objectives. We will discuss the basics of investment calculation, e.g. the calculation of return on investment and the net present value method. In addition, basic knowledge about financing through, for example, the handling of capital structure decisions and the possibilities of covering capital requirements through equity and debt financing or internal and external financing will be developed. We will then discuss the financing of organizations over their life cycle, with particular emphasis on start-up financing, financial planning and insolvency. Current financing instruments, such as crowdfunding, will be analyzed and discussed based on case studies.

Furthermore, the particularities of financial management in the public sector will be discussed. These are especially important for cultural institutions in Germany (cameralism, budgeting, interest rate policy). The special features of financial management in the third sector (nonprofit sector) will also be discussed, with the focus on the financing mix and the generation of their own and third-party funds by cultural institutions. Special features of financing such as capital campaigns or fundraising for non-profit cultural institutions will be analyzed and discussed on the basis of case studies and examples.

Sources for the acquisition of public and private funding across sectors will be discussed and the structure of a funding application will be practiced.

[*updated 24.09.2020*]

Teaching methods/Media:
_ Lecture with tutorials
_ Talks from professionals
_ Case studies
_ Group work (concept development, as well as presentation and, if necessary, implementation)
_ Discussions with fellow students and third parties
_ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
Current literature lists will be made available to students at the beginning of the semester (exemplary references):

_ Bieg, H. et al. (2015): Finanzierung, 3. Auflage, Vahlen
_ Peffekoven, R., Einführung in die Grundbegriffe der Finanzwissenschaft, 3. Auflage, Wissenschaftliche Buchgesellschaft, Darmstadt, 1996
_ Backhaus, K. & Werthschulte, H. (Hrsg.) Projektfinanzierung, latest edition, Schäffer-Poeschel Verlag, Stuttgart.
_ Bals, H. (2011): Neue Haushaltssteuerung, in: Handbuch zur Verwaltungsreform, 4. Aufl., hrsg. von Bernhard Blanke u.a., Springer, Wiesbaden, pp. 395-407.
_ Beccarelli, C. (2005): Finanzierung von Museen, Haupt Verlag, Bern, Stuttgart, Wien
_ Bieg, H. & Kußmaul, H.: Finanzierung, latest edition, Verlag Franz Vahlen, München.
_ Bieg, H. & Kußmaul, H.: Investitions- und Finanzierungsmanagement, Band III: Finanzwirtschaftliche Entscheidungen, Verlag Franz Vahlen, München 2000.
_ Eichhorn, P. (1993): Verwaltungskameralistik und Kostenrechnung, in: Das neue Öffentliche Rechnungswesen, hrsg. Von Brede, H., Buschor, E., Nomos, Baden-Baden, pp. 107-117
_ Frohne, J. et al. (2015): Kultursponsoring, Springer, Wiesbaden
_ Lücke, M. (2016): Crowdfunding: Neue Finanzierungsform für kulturelle Projekte oder Medienhype? in: Zeitschrift für Kulturmanagement, Jg. 1 (1), pp. 75-93,
_ Perridon, L. & Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen-Verlag, München.
_ Portisch, W.: Finanzierung im Unternehmenslebenszyklus, München 2008.
_ Prätsch, J. & Schikorra, U./Ludwig, E.: Finanzmanagement, latest edition, Hanser Verlag, München und Wien.
_ Rösler, P. & Mackenthun, T./Pohl, R.: Handbuch Kreditgeschäft, latest edition, Gabler-Verlag, Wiesbaden.
_ Gerlach-March, R. (2010): Kulturfinanzierung, Springer, Wiesbaden
_ Hausmann, A.: Kunst- und Kulturmanagement, Verlag für Sozialwissenschaften, latest edition

_ Heinrichs, W.: Kulturpolitik und Kulturfinanzierung, München, latest edition

_ Hierl, S. & Huber, S. (2008): Rechtsformen und Rechtsformwahl: Recht, Steuern, Beratung, Gabler Verlag, Wiesbaden

_ Klein, A. (2011): Der exzellente Kulturbetrieb, Springer, Wiesbaden

_ Perridon, L. (2012): Finanzwirtschaft der Unternehmung, Vahlen-Verlag, München

_ Prätsch, J. et al. (2012): Finanzmanagment, 4. Auflage, Springer, Wiesbaden

_ Scheidewind (2013): Controlling im Kulturmanagement, Springer, Wiesbaden

_ Scheuerle, T. et al. (2013). Social Entrepreneurship in Deutschland: Potentiale und Wachstumsproblematiken. Heidelberg: Center für soziale Investitionen und Innovationen der Universität Heidelberg.

_ Singer, O. (2003): Die Förderung von Kunst und Kultur, in: Wissenschaftliche Dienste des Deutschen Bundestages, Nr. WF X-060/03, pp. 1-50

_ Stahl, B. (2014), Stakeholderorientierte Führung großer Stiftungen: Ein kausalanalytischer Erklärungsansatz der Stiftungsperformance, Springer Gabler, Leipzig.

_ Vogelsang, E., Fink, C. & Baumann, M. (2013): Existenzgründung und Businessplan, Ein Leitfaden für erfolgreiche Start-Ups. 2. bearbeitete Aufl., Erich Schmidt Verlag, Göttingen

_ Vilian, M. (2001): Finanzierungslehre für Nonprofit-Organisationen, Springer, Wiesbaden

_ Wigand, K., Heuel, M., Stolte, S., Haase-Theobald, C. (2011): Stiftungen in der Praxis, Recht, Steuern, Beratung, Gabler Verlag, Wiesbaden

_ Zimmer, A., Priller, E.: Gemeinnützige Organisationen im gesellschaftlichen Wandel, Springer, latest edition

[*updated 24.09.2020*]

Master's Thesis

Module name (EN): Master´s Thesis

Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>

Module code: MAKM-320

Hours per semester week / Teaching method:
-

ECTS credits:
22

Semester: 3

Mandatory course: yes

Language of instruction:
German

Assessment:
Final thesis

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme

(ASPO).

Applicability / Curricular relevance:

MAKM-320 (T430-0012, T430-0042) Cultural Management, Master, ASPO 01.04.2020 , semester 3, mandatory course

Workload:
The total student study time for this course is 660 hours.

Recommended prerequisites (modules):
MAKM-250 Cultural Management Seminar

[*updated 22.10.2018*]

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer: Prof. Dr. Nicole Schwarz

[*updated 19.10.2018*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to independently create a scientific work on a chosen or given topic within a given period of time,
_   and be able to apply the established methods of cultural management in the process,
_   be able to scientifically evaluate and reflect on well-known contributions on their topic,
_   be able to develop their own research approaches and suitable solutions,
_   be able to apply the theoretical, methodological and argumentative competence acquired during their studies,
_   be capable of presenting their results precisely and in a scientific manner,
_   and thus, expand the current state of research

[*updated 24.09.2020*]

Module content:
The Master´s thesis must refer to relevant, subject-related course content that will be coordinated between the student and his/her supervisor. Thematically, it can refer to a practical problem (in cooperation with a cultural institution resp. a public authority) or a theoretical problem (e.g. in cooperation with a research institution). Students are given 20 weeks to write their thesis.

[*updated 24.09.2020*]

Teaching methods/Media:
Written composition

[*updated 24.09.2020*]

Recommended or required reading:
Depends on the respective topic

[*updated 24.09.2020*]

Nonprofit Management

Module name (EN): Nonprofit Management
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-110
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min.) [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-110 (P430-0014) <u>Cultural Management, Master, ASPO 01.04.2020</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>MAKM-307</u> Service Learning im Nonprofit Management   [*updated 26.10.2021*]

Module coordinator:
Prof. Dr. Kerstin Heuwinkel

Lecturer:
Dozierende des Studiengangs

[*updated 13.12.2021*]

Learning outcomes:

_   be able to assess the relevance of the NPO sector and document it using examples,
_   be able to explain, analyze and discuss questions and special features of NPO management and be able to distinguish it from managing companies,
_   be able to transfer business methods and concepts to the nonprofit sector,
_   be able to explain and discuss the tools of nonprofit management in theory and apply them to practical management issues,
_   be able to analyze, assess, develop and present NPO-specific concepts,
_   be able to critically discuss theories, theses and findings from the field of nonprofit management,
_   be able to present current research findings in nonprofit management and apply these findings to nonprofit practice.

After successfully completing this module students will have acquired the following social skills:

_   Students will be able to develop and present their own opinions and argumentation,
_   They will be able to solve theoretical and practical questions in a team, organize themselves and solve conflicts (improvement of leadership skills, e.g. initiative, ability to work in a team, integration, delegation, conflict and assertiveness, self-confidence, willingness to take responsibility and risks),
_   Students will be able to communicate more efficiently and manage interaction with third parties and groups efficiently and effectively,
_   They will be able to work with the different, modern presentation techniques,
_   Students will be able to understand complex scientific and practical texts and apply them to practical problems.

After successfully completing the module, students will be able to demonstrate the following practical professional skills:

_   Students will be able to explain and evaluate possible job profiles in the nonprofit sector and the challenges they face in everyday working life,
_   They will be able to develop, critically question and apply management concepts,
_   Students will be able to translate findings from current research into practical applications and independently develop solutions to challenges in everyday professional life.

[*updated 24.09.2020*]

Module content:
This module provides an introduction to the management of nonprofit organizations (NPOs). It begins with a description and analysis of the nonprofit sector, including the relevance of the sector and different fields of activity.
Then the management of NPOs in the functions non-profit governance and leadership, non-profit human resources management, non-profit marketing, fundraising management, non-profit accounting and financial management, as well as non-profit partnerships will be discussed.
Thus, the module provides a theoretical reference framework for the management of NPOs. The special

features of NPOs will be compared to the management of a private commercial enterprises. The possibilities and limits of transferfing business management methods to the NPO sector will be discussed.

Current scientific findings will be used to support approaches to practical questions in non-profit management and will be discussed critically with the students. Practical questions will be presented using current examples from national and international nonprofit organizations. Case studies will allow students to apply what they have learned and gain a realistic view of current professional practice in a nonprofit organization.

In addition, scientific texts and theoretical approaches from the field of nonprofit management will be developed and discussed.

[*updated 24.09.2020*]

Teaching methods/Media:
_ Lecture with tutorials
_ Talks from professionals from the NPO sector
_ Case studies (where appropriate, study trip)
_ Role playing
_ Group work (concept development, as well as presentation and, if necessary, implementation)
_ Discussions with fellow students and third parties
_ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
Current literature lists will be made available to students at the beginning of the semester (exemplary references):

_ Andreasen, A.R./Kotler, P.: Strategic Management for Nonprofit Organizations, New Jersey, latest edition
_ Anheiner, H.K.: Nonprofit Organizations. Theory, Management, Policy, London, 2005
_ Backhaus-Maul, H./Biedermann, C./Nährlich, S./Polterauer, J. (Hrsg.): Corporate Citizenship in Deutschland. Gesellschaftliches Engagement von Unternehmen. Bilanz und Perspektiven, Wiesbaden, 2. A., 2010
_ Badelt, C./Meyer, M./Simsa, R. (Hrsg.): Handbuch der Nonprofit Organisationen. Strukturen und Management, Stuttgart, 4. A., 2007
_ Beccarelli, C.: Finanzierung von Museen: Theorie und Anwendung am Beispiel der Schweizer Museumslandschaft, Bern, 2005
_ Bruhn, M.: Marketing für Nonprofit-Organisationen. Grundlagen_Konzepte_Instrumente, Stuttgart, 2. A., 2011
_ Bruhn, M./Michalski, S. (Hrsg.): Marketing als Managementprozess, Zürich, 3. A., 2009
_ Buber, R./Faschig, H.: Leitbilder in Nonprofit Organisationen. Entwicklung und Umsetzung, Wien, 1999
_ Burnett, K.: Relationship Fundraising _ A Donor Based Approach to the Business of Raising Money, San Francisco, 2. A., 2002
_ DiMaggio, P.J./Anheiner, H.K.: The Sociology of Nonprofit Organizations, in: Annual Review of Sociology, Vol. 16, pp. 137-159
_ Drucker, P.F.: Managing the Nonprofit Organization, London, 1990
_ Gesellschaft für Konsumforschung (GfK) (Hrsg.): GfK CharityScope. Available online.
_ Günter, B.: Kulturmarketing. In: Tscheulin, D.K./ Helmig, B. (Hrsg.: Branchenspezifisches Marketing, Wiesbaden, 2001   _

Helmig, B./Boenigk, S.: Nonprofit Management, München, 2012
_   Helmig, B./Purtschert, R. (Hrsg.): Nonprofit-Management, Wiesbaden, 2. A., 2006
_   Klein, A.: Projektmanagement für Kulturbetriebe, Wiesbaden, 3. A., 2008
_   Kotler, P./Roberto, N./Lee, N.: Social Marketing, Thousand Oaks, 2. A., 2002
_   Langer, A./Schröer, A. (Hrsg.): Professionalisierung im Nonprofit Management, Bern, 2011
_   Meier, A.: Informationsmanagement für NPOs, NGOs et.al., Heidelberg, 2006
_   Pfaffenzeller, H.: Die Governance von Nonprofit-Organisationen, Available online.
_   Regierungskommission Corporate Governance Kodex (Hrsg.): Deutscher Corporate Governance Kodex, lateste version, available online.
_   Salzman, J.: Making the News: A guide for Nonprofits and Activists, Boulder, 1998
_   Sargeant, A.: Marketing Management for Nonprofit Organizations, Oxford, 3. A., 2009
_   Sargeant, A.; Fundraising Management, New York, 2. A., 2010
_   Schwarz, P.: Organisation in Nonprofit Organisationen, Grundlagen, Strukturen, Bern, 2005
_   Schwarz, P.: Management-Prozesse und -Systeme in Nonprofit Organisationen, Bern, 2006
_   Siebart, P.: Corporate Governance von Nonprofit Organisationen _ Ausgewählte Aspekte der Organisation und Führung, Bern, 2006
_   Tiebel, C.: Management in Non Profit Organisationen, München, 2006
_   Zimmer, A./Priller, E.: Gemeinnützige Organisationen im gesellschaftlichen Wandel, Wiesbaden, 2. A., 2007

[*updated 24.09.2020*]

Project and Process Management

Module name (EN): Project and Process Management
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-240
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written composition with presentation [*updated 04.09.2023*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-240 (P440-0021) <u>Cultural Management, Master, ASPO 01.04.2020</u> , semester 2, mandatory course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:
<u>MAKM-306</u>

[*updated 17.10.2022*]

Module coordinator:
<u>Prof. Dr. Steffen H. Hütter</u>

Lecturer:
<u>Dominik Schug</u>

[*updated 25.10.2018*]

Learning outcomes:
After successfully completing this course, students will:
    be able to name, describe and put basic terms and knowledge about project management into context, taking into account the non-profit sector,
    be able to name and describe the most important areas and methods of project management,
    be able to concretize, plan and successfully realize projects (and project goals) using the theoretical approaches and methods they acquired in the module,
    be able to define the process steps along the service provision process and integrate the special features and challenges of cultural management into their solutions,
    be able to model and map individual process steps with the help of software applications (ARIS, MS Project),
    be able to organize and carry out projects in a team and use their social skills, such as team and communication skills, in an interdisciplinary environment to achieve goals and solve conflicts,
    be able to identify miscommunication at an early stage, prevent it and, if necessary, avert it using structured risk and expectation management.
    be able to develop the content of the lecture independently on the basis of hand-picked literature,

[*updated 04.09.2023*]

Module content:
    Introduction to the basics of project management
    Process models (sequential, iterative, agile)
    Project definition and objectives
    Project planning, precedence diagram model
    Structure, process, capacity, deadline and cost planning
    Risk management

Project structure plan
Realistic planning
Project execution
Project phases, milestones
Project controlling
Setting up and leading project teams
Project communication and management
Measuring progress
Solving problems
Conflict management
Requirements management
Negotiating
Time management
IT support
MS Project
Modeling processes, vulnerability analysis, optimization

[*updated 04.09.2023*]

Teaching methods/Media:
Lecture with integrated tutorial, tasks in small groups, IT-supported process modeling
Project work in teams
Documentation and presentation of the project s progress and its results
Presentations, videos, role playing, documents, magazines, books, Internet research

[*updated 04.09.2023*]

Recommended or required reading:
Andler, N.: Tools für Projektmanagement, Workshops und Consulting: Kompendium der wichtigsten Techniken und Methoden, Publicis, Erlangen, 2009.
Antons, K.: Praxis der Gruppendynamik. Übungen und Techniken. 6. Aufl., Göttingen u. a.: Hogrefe, 1996.
Bohnic, T.: Grundlagen des Projektmanagements: Methoden, Techniken und Tools für Projektleiter, Gabler, Stuttgart, 2010.
Bohnic, T.: Projektmanagement: Softskills für Projektleiter, Gabler, Stuttgart, 2010.
Litke, H.: Projektmanagement Methoden, Techniken, Verhaltensweisen, 4. Aufl.; Hanser, München, 2004
Pichler, R.: Scrum - Agiles Projektmanagement erfolgreich einsetzen, d.punkt, 2007
Verzuh, E.: The Fast Forward MBA in Project Management, 3. Aufl., Wiley, Hoboken, 2008.

[*updated 04.09.2023*]

Cultural Management Master - optional courses

3klang Campus Radio

Module name (EN): 3klang Campus Radio

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-305

Hours per semester week / Teaching method:
4V (4 hours per week)

ECTS credits:
6

Semester: 1

Mandatory course: no

Language of instruction:
German

Assessment:
Project work

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-305 (P430-0032) Cultural Management, Master, ASPO 01.04.2020 , semester 1, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
MAKM-210 Cultural Marketing and Communications Policy

[*updated 25.10.2018*]

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Jörg Abbing

Lecturer:
Prof. Dr. Nicole Schwarz
Prof. Dr. Jörg Abbing

[*updated 25.10.2018*]

Learning outcomes:

After successfully completing this module, students will:

_ be able to compose broadcast texts for the campus radio project and, if necessary, present them themselves

_ know how to be proactive in the field of marketing and how to promote the art of radio

_ be able to work independently on revising existing campus radio broadcasting formats

_ be able to present the campus radio station to the public in a communicative way

_ be able to compile surveys to improve the quality of the radio program and incorporate these surveys into the concept of the various broadcasting formats

_ have mastered and the technical prerequisites for Internet radio

_ be able to work independently on smaller marketing issues in the form of case studies from practical experience using the theoretical knowledge acquired in the module

[*updated 24.09.2020*]

Module content:

_ Marketing strategies for operating Internet radio stations

_ Ideas for structuring and creating consumer-oriented broadcasting formats for a streaming service

_ Language competence coaching

_ Methodical implementation of communication strategies for classical music and jazz

_ Creation of regional magazine contributions, regional event scanning

_ Basics of radio marketing

[*updated 24.09.2020*]

Teaching methods/Media:

Project work, team colloquia and individual work in the 3klang campus radio studio at the htw saar

[*updated 24.09.2020*]

Recommended or required reading:

_ Webers, J. (2007): Handbuch der Tonstudiotechnik: Analoges und digitales Audio Recording bei Fernsehen, Film und Rundfunk. Poing: Franzis.

_ Föllmer, G. und Thiermann, S. (Hg., 2006): Relating Radio. Communities. Aesthetics. Access. Beiträge zur Zukunft des Radios. Leipzig: spector books.

_ Geißler, F. (1997): Neue Musik und Medien. Altenburg: Kamprad.

_ Riegler, T. (2014): Internetradio: Grenzenlose Programmvielfalt. Baden-Baden: vth-Verlag.

_ Hellmann, K. (2001): Internetradio: Marktstrukturen und Unternehmensstrategien. Norderstedt: Diplomica-Verlag.

[*updated 24.09.2020*]

Business French - Language and Intercultural Communication

Module name (EN): Business French - Language and Intercultural Communication

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-304
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: no
Language of instruction: French
Assessment: Written exam (90 minutes), composition and presentation (1:1) [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-304 (P420-0014) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Dozierende des Studiengangs   [*updated 25.10.2018*]
Learning outcomes: After successfully completing this module, students will: - have attained language skills at the B1 intermediate level of the Common European Framework of Reference for Languages (CEFR), - be able to understand basic and detailed information in intermediate general language and business

French texts
- be able to follow intermediate-level conversations in their own area of expertise and deal with specific communicative experiences in French business life in a receptive manner,
- be able to communicate with native speakers using the linguistic means at their disposal in such a way that they can communicate successfully in general language and business-oriented conversations,
- be able to express themselves in writing on general language and selected specialized language topics in a largely comprehensible and communicative manner,
- be able to give professionally and technically-oriented presentations and create the corresponding written materials in a linguistically appropriate manner,
- have mastered the grammar relevant for the above skills, the basic general vocabulary, parts of the advanced French vocabulary and some French business vocabulary,
- be sensitive to the intercultural characteristics of countries belonging to the francophone world and thus, be able to successfully manage important communication situations in daily (business) life and
- be capable of embracing the intercultural differences of countries belonging to the francophone world and verbally interact there, to a large extent, successfully.

[*updated 24.09.2020*]

Module content:
- Reading and listening comprehension texts for intermediate language skills
- Creation of written French texts (i.e. business correspondence, e-mails, memos, curriculum vitae and letters of motivation)
- Creation of oral French texts (i.e. telephone conversations, short reports and negotiations with a relatively limited thematic orientation)
- Dealing with economic and business issues
    Vocabulary work and specialized grammar
- Multimedia language lab
- Role playing and simulations with reference to business life
- Creation of subject-related, specialized presentations
- Awareness of interculturally relevant contexts in the French-speaking world (both everyday life and work)
- Introduction to interculturally-oriented negotiation strategies

[*updated 24.09.2020*]

Teaching methods/Media:
_ Presentations by the lecturer
- Plenary discussions
- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Student presentations
- Short talks by the students
- Internet research

[*updated 24.09.2020*]

Recommended or required reading:
- Use of free materials compiled by the lecturer (no textbooks)

- Listening comprehension texts (audio and/or video)
- Internet resources
- Supplementary materials on general and/or specialized vocabulary and grammar

[*updated 24.09.2020*]

Cultural, Leisure and Tourism Geography

Module name (EN): Cultural, Leisure and Tourism Geography

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-312

Hours per semester week / Teaching method:
4SU (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written composition, presentation

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-312 (P430-0040) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Achim Schröder

Lecturer:
Dozierende des Studiengangs

[*updated 25.10.2018*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to assess geographical and cultural factors (i.e. location, facilities, infrastructures, special attractions, tec.) and critically analyze their potential for use in culture, leisure, sport and tourism,
_   be able to illustrate the importance of geographical differences in nature, society and culture as driving forces in tourism, especially cultural tourism, and take them into account in management strategies,
_   be able to apply knowledge and methods from cultural geography, as well as leisure and tourism geography in their own projects, document the main results and present them to the group (as well as to external persons if necessary).

[*updated 24.09.2020*]

Module content:
_   Geographical basics and their significance for culture and leisure, sport and
tourism
o   Geographical tools
o   Processes and structures of the Earth´s crust (plate tectonics)
o   Atmospheric events (climate and climate change)
o   The Earth´s landscapes

_   Looking at and understanding cultural history
o   Urban development and types of cities
o   Genesis of the cultural landscape
o   European and Mediterranean cultural regions

_   Tourism in different cultural areas and ecological zones of the Earth: potentials, inhibiting factors and management strategies

[*updated 24.09.2020*]

Teaching methods/Media:
_   Seminaristic lecture course
_   Case studies (where appropriate, study trip)
_   Group and project work (concept development and presentation)
_   Discussions with fellow students and third parties
_   Presentations and preparation of documentation/papers

[*updated 24.09.2020*]

Recommended or required reading:
_   Becker, Chr.; Hopfinger, H.; Steinecke, A. (Hrsg.): Geographie der Freizeit und des Tourismus. Bilanz und Ausblick, 3. Auflage, Oldenbourg, München, Wien, 2007.
_   Boniface; Cooper: Worldwide Destinations Casebook: The Geography of Travel and Tourism, 2009
_   Boniface; Cooper: Worldwide Destinations: The Geography of Travel and Tourism, 2009
_   Gebhardt, H., Glaser, R., Radtke, U., Reuber, P., Geographie. Physische Geographie und

Humangeographie, Spektrum Akademischer Verlag, latest edition
_ Haggett, P.: Geographie. Eine globale Synthese. Eugen Ulmer, 2004
_ Heineberg, H. (2017): Stadtgeographie. UTB, latest edition
_ Heineberg, H.: Einführung in die Anthropogeographie, Humangeographie, Schöningh, Paderborn, latest edition
_ Institut für Länderkunde (Hrsg.) Nationalatlas Bundesrepublik Deutschland. Verschiedene Bände, Spektrum Akademischer Verlag, Heidelberg, Berlin, versch. Jahrgänge
_ Kiesow, G. Kulturgeschichte sehen lernen (Band 1-5), Deutsche Stiftung Denkmalschutz, latest edition
_ Knox, P. L.; Marston, S. A.: Humangeographie, Spektrum Akademischer Verlag, Heidelberg, latest edition
_ Schultz, J. (2016): Die Ökozonen der Erde. UTB, latest edition

[*updated 24.09.2020*]

Event Management

Module name (EN): Event Management

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-311

Hours per semester week / Teaching method:
4S (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written composition, presentation

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-311 (P440-0112) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Dozierende des Studiengangs

[*updated 28.04.2020*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to apply highly relevant event management concepts and methods, such as process policy, as components in the marketing mix for event management
_   be able to cooperate and evaluate within the framework of project management (project focus/definition, planning, project structuring, prioritization/derivision of analyses, activity planning, implementation, success control)
_   have a theoretical understanding of the unique characteristics of event marketing
_   be able to recognize and evaluate correlations in event management
_   be able to apply basics from process management to the establishment of control processes
_   be able to apply the basics of motivation and teamwork
_   have improved their communication skills through interaction with third parties and group discussions
_   be able to use presentation techniques

[*updated 24.09.2020*]

Module content:
_   Developments and perspectives in event management
_   Event marketing
_   Approaches of modern consumption theory for events
_   Basics of event management
_   Strategic marketing of institutions in the event segment
_   Marketing mix instruments (product, price, communication and distribution policy) in a regional, national and international context
_   Approaches of modern consumption theory in event management
_   Special characteristics of event marketing
_   Strategic marketing of institutions in event marketing
_   Insights into the basics of event management in cultural organizations
_   Analysis and presentation of process and organizational structure issues in organizations active in event management

[*updated 24.09.2020*]

Teaching methods/Media:
_   Seminar

- _ Case studies
- _ Group work
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

[*updated 24.09.2020*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.
Literature examples:

- _ Bischof, R., Event-Marketing _ Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin: Cornelsen, latest edition.
- _ Opaschowski, H.W., Deutschland 2020. Wie wir morgen leben _ Prognosen der Wissenschaft, Wiesbaden: Springer VS, latest edition.
- _ Opaschowski, H.W., Freizeitökonomie _ Marketing von Erlebniswelten, Opladen: Leske und Budrich, latest edition.
- _ Opaschowski, H.W., Das gekaufte Paradies, Hamburg: Germa Press, latest edition.
- _ Schulze, G., Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart, Frankfurt: Campus Verlag, latest edition.
- _ Steinecke, A. (Hrsg.),   Erlebnis- und Konsumwelten, München: Oldenbourg, latest edition.

[*updated 24.09.2020*]

Event Management Project

Module name (EN): Event Management Project
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-310
Hours per semester week / Teaching method: 4PA (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: no
Language of instruction: German
Assessment: Project work [*updated 08.08.2024*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-310 (P430-0047) Cultural Management, Master, ASPO 01.10.2015 , semester 3, optional course
MAKM-310 (P430-0047) Cultural Management, Master, ASPO 01.10.2016 , semester 3, optional course
MAKM-310 (P430-0047) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Prof. Dr. Nicole Schwarz

[*updated 23.04.2024*]

Learning outcomes:
After successfully completing this course, students will:

be able to identify and analyze the technical requirements of the topic in question, assess them critically and document them
be able to apply current scientific-theoretical findings to practical questions from event management and combine them effectively
be able to analyze and apply organizational and structural issues in event management for cultural organizations
be able to apply event management concepts and methods that are highly relevant to event management
be able to strategically plan and implement marketing tools for event management
be able to develop solutions independently and in a goal-oriented manner within a team and deepen their professional competence on a functional level
have improved their communication skills through interaction with third parties and group discussions
be able to independently organize the division of tasks and coordinate within the team, as well as between project subgroups
be able to hold deadlines
be able to present their project results in a target-group oriented manner and argue objectively in the defence of their results within the framework of a group discussion.

[*updated 08.08.2024*]

Module content:
Events organized by cultural organizations, focusing on aspects of cultural management and actual research on success factors in cooperation with cultural institutions or organizations, including current literature on cultural and event management.

[*updated 08.08.2024*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.
Literature examples:

    Bemmé, S.-O. (2020). Kultur-Projektmanagement. Kultur- und Organisationsprojekte erfolgreich managen. 2., erweiterte und aktualisierte Auflage. Springer VS
    Bischof, R., Event-Marketing   Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin, aktuellste Auflage
    Eisermann, U., Winnen, L. & Wrobel, A. (Hrsg.) (2014). Praxisorientiertes Eventmanagement. Events erfolgreich planen, umsetzen und bewerten. Springer Gabler
    Holzbaur, U. et al. (2010). Eventmanagement. Veranstaltungen professionell zum Erfolg führen. Vierte, überarbeitete Auflage. Springer
    Kiehl, H.-J. & Bäuchl, R. (2014). Eventmanagement. Konzeption, Organisation, Erfolgskontrolle. Vahlen
    Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben   Prognosen der Wissenschaft. Wiesbaden 2006
    Opaschowski, H.W.: Freizeitökonomie   Marketing von Erlebniswelten. Opladen 1995
    Opaschowski, H., Das gekaufte Paradies, Germa Press, Hamburg, aktuellste Auflage
    Schulze, G.: Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart Frankfurt 1995
    Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
    Teissl, V. (2013). Kulturveranstaltung Festival. Formate, Entstehung und Potenziale. transcript

[*updated 08.08.2024*]

International Business Communication

Module name (EN): International Business Communication

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-314

Hours per semester week / Teaching method:
4V (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written exam (90 minutes), term paper and presentation (weighting 1:1)

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-314 (P420-0262, P420-0263) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Thomas Tinnefeld

Lecturer:
Dozierende des Studiengangs

[*updated 23.10.2018*]

Learning outcomes:
_   After successfully completing this module, students will have perfected the four skills of language learning (speaking, writing, listening and reading) based on topics from their everyday life, studies and work environments at lower C1-level.
_   They will have developed their skills in specialized English at this level.
_   Students will be aware of and sensitive to the problems and central issues of the foreign-language cultural, political and economic area.
_   They will have developed their intercultural communication skills at the above-mentioned level.

[*updated 24.09.2020*]

Module content:
_   Reading and listening comprehension texts for intermediate language skills
_   Special types of written texts in the foreign language
_   Special types of oral texts in the foreign language
_   Economic and legal issues based on subject-related, specialized events during the current the semester
_   Vocabulary and grammar work relevant to the field
_   Multimedia language lab
_   Professionally relevant role playing and simulations
_   Creation of subject-related, specialized presentations

_   Intercultural negotiation strategies

[*updated 24.09.2020*]

Teaching methods/Media:
- _   Lecturer presentation phases
- _   Plenary and group discussions
- _   Partner work
- _   Group work phases where students work together to tackle specific tasks
- _   Multimedia language lab
- _   Student presentations
- _   Short talks by the students
- _   Internet research

[*updated 24.09.2020*]

Recommended or required reading:
- Use of free materials compiled by the lecturer (no textbooks)
- Listening comprehension texts (audio and/or video)
- Newspaper and magazine articles from the English press
- Internet resources
- Subject-related multimedia programs
- Supplementary materials on general and/or specialized vocabulary and grammar

[*updated 24.09.2020*]

Music Learning Theory

Module name (EN): Music Learning Theory

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-316

Hours per semester week / Teaching method:
4S (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written exam

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-316 (P430-0038) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Michael Dartsch

Lecturer:
Prof. Dr. Michael Dartsch

[*updated 23.10.2018*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to assess the prerequisites and determinants of music learning in their significance for cultural education,
_   be able to justify didactic-methodical decisions with reference to specialist knowledge,
_   be able to justify didactic-methodical decisions with reference to specialist knowledge,
_   be able to assess the importance of theoretical and general didactic concepts for teaching and learning, as well as for cultural education,
_   be able to classify epistemological positions and discuss them critically,
_   be able to use the basic skills of scientific learning for their own learning processes.

[*updated 24.09.2020*]

Module content:
_   Prerequisites and determinants of music learning
_   Theoretical and general didactic concepts for teaching and learning
_   Instrumental or vocal-didactic action
_   Criteria for planning and carrying out teaching in music pedagogical practice
_   Methods of scientific learning
_   Epistemological considerations

[*updated 24.09.2020*]

Teaching methods/Media:

_ Seminar
_ Group work
_ Discussions

[*updated 24.09.2020*]

Recommended or required reading:
Literature examples:

_ Dartsch, M.: Musik lernen _ Musik unterrichten. Eine Einführung in die Musikpädagogik. Wiesbaden, Leipzig, Paris 2014
_ Dartsch, M.: Mensch, Musik und Bildung. Grundlagen einer Didaktik der Musikalischen Früherziehung. Wiesbaden, Leipzig, Paris 2010
_ Eberhard, Kurt: Einführung in die Erkenntnis- und Wissenschaftstheorie. Geschichte und Praxis der konkurrierenden Erkenntniswege. Stuttgart, Berlin, Köln, Mainz 1987
_ Joerger, K.: Einführung in die Lernpsychologie. Freiburg im Breisgau 198712
_ Kochinka, A.; Werbik, H.: Logische Propädeutik und Wissenschaftstheorie. In: Straub, J.; Kempf, W.; Werbik, H. (Hrsg.): Psychologie. Eine Einführung. Grundlagen, Methoden, Perspektiven. München 1997, pp. 42-67
_ Kron, F. W.: Wissenschaftstheorie für Pädagogen. München, Basel 1999
_ Plöger, W.: Grundkurs Wissenschaftstheorie für Pädagogen. Paderborn 2003

[*updated 24.09.2020*]

Pop Culture and Creative Industries

Module name (EN): Pop Culture and Creative Industries

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-319

Hours per semester week / Teaching method:
4SU (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written composition, presentation

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-319 (P430-0046) Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Dozierende des Studiengangs

[*updated 18.04.2023*]

Learning outcomes:
After successfully completing this module, students will:

_   be able to describe the conflicts between culture/pop culture and economy/creative economy, as well as the places where they intersect.   _
     be able to define pop culture as an engine of the creative economy
_   be able to define the status quo and the potential of the creative industries in Germany and Europe
_   be familiar with the entire spectrum of the creative industry
_   be able to define the creative economy as a meta-trend
_   be able to give practice-relevant insights into and overviews of possible fields of work in the pop culture and creative industries.
_   be able to teach the basics of practical work in the pop culture and creative industries, as well as the corresponding terminology.
_   be able to reflect theoretically on fields of work in the pop culture and creative industries.
_   be able to place the topic of pop culture and the creative economy in a higher cultural, legal and economic context.
_   be able to orient themselves in the professional field and examine and reflect on their own career aspirations regarding pop culture in the creative industry.
_   be able to leverage and expand the networks offered by PopRat, Rockhal and IMMF in the field of pop and creative industries.

Students will develop, expand and deepen their basic knowledge about:

_   the status quo of the creative industries in Germany, their range and the role of pop culture in the creative industries.
_   the professional field of pop culture within the creative economy.

_   the conflicts between creative industries and publicly-funded culture.

_   actual and possible players from pop culture creative economy in SaarLorLux.

_   specific occupational fields from the pop culture creative economy.

[*updated 24.09.2020*]

Module content:
Possible topics:

-     Occupational fields in the creative industry with pop relevance: creativity, communication and cultural organization

-     Pop and culture management/management in the creative industries

-     Pop culture as the engine of the creative economy

-     Journalism, advertising and PR

-     Business start-up

-     Promoting pop culture and culture

-     Creative industries and public sector culture

-     Promoting the creative industries through public funding based on the example of the Creative Centre Saar

[*updated 24.09.2020*]

Teaching methods/Media:
_   Seminar

_   Case studies with players from pop culture and creative industries

_   Group work

_   Discussions with fellow students and third parties

_   Presentations and preparation of documentation/papers

[*updated 24.09.2020*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.
Literature examples:

_   Rohrberg, Andrea/Schug, Alexander: Die Ideenmacher _ Lustvolles Gründen in der Kultur- und Kreativwirtschaft (transcript Praxis Guide, 2010)

_   Reich, Matthias Peter: Kultur- und Kreativwirtschaft in Deutschland: Hype oder Zukunftschance der Stadtentwicklung? (Springer VS, 2013)

_   Breitenborn, Uwe/Düllo, Thomas/Birke, Sören (Hrsg.): Gravitationsfeld Pop. Was kann Pop? Was will Popkulturwirtschaft? Konstellationen in Berlin und anderswo. (transcript, 2014)

_   Mankse, Alexandra: Kapitalistische Geister in der Kultur- und Kreativwirtschaft: Kreative zwischen wirtschaftlichem Zwang und künstlerischem Drank (Gesellschaft der Unterschiede) (transcript, 2015)

_   Von Beyme, Klaus: Kulturpolitik in Deutschland: Von der Staatsförderung zur Kreativwirtschaft (Springer VS, 2012)

_   Seliger, Berthold: Das Geschäft mit der Musik. Ein Insiderbericht (Edition Tiamat, 2013)

_   Renner, Tim: Kinder, der Tod ist gar nicht so schlimm! Über die Zukunft der Musik- und Medienindustrie (FUEGO, 2004)

_   Renner, Tim/Wächter, Sarah: Wir hatten Sex in den Trümmern und träumten. Die Wahrheit über die Popindustrie (Berlin Verlag, 2013)

_   Fuchs, Tanja: Kunst in Zeiten der Kreativwirtschaft: Zwischen Geniemythos und Unternehmertum

(Jonas Verlag, 2015)

_   Berg, Magnus/Öst, Fredrik: Make Enemies & Gain Fans: The Snask way of becoming a successful creative entrepreneur (August Dresbach Verlag, 2015)

_   Kuhne, Tony: Selbständigkeit in der Kreativwirtschaft. Erläuterung des rechtlichen Rahmens als Grundlage einer Unternehmung (GRIN Verlag, 2016)

_   Wentz, Jill: Förderung der Kreativwirtschaft (AV Akademikerverlag, 2014)

_   Schildhauer, Thomas: Erfolgsfaktor Musikmarketing im Social Web (Kohlhammer Edition Kreativwirtschaft, 2012)

[*updated 24.09.2020*]

Selected Fine Arts Topics

Module name (EN): Selected Fine Arts Topics

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-315

Hours per semester week / Teaching method:
4SU (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Written composition, presentation

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-315 Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
None.

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. phil. Christian Bauer

Lecturer:
Dozierende des Studiengangs

[*updated 06.11.2019*]

Learning outcomes:
Depending on their thematic focus, students will be able to:

_ describe and classify works of fine art chronologically,
_ trace the development of art historical periods in their logical sequence,
_ assign sources to their respective period and evaluate them,
_ discuss visual art themes across periods,
_ weigh art theoretical positions against each other and to support them argumentatively.
_ select and critically discuss works, sources and art-theoretical texts from the visual arts for an exhibition, for example, on the basis of specific themes and periods,
_ evaluate the meaningfulness and necessity of exhibition content and based on this, make and justify cultural management decisions.

[*updated 24.09.2020*]

Module content:
Depending on the thematic focus, e.g. _Kunst und Körper (Art and the Body)_:
Since the very beginning of art, man has been concerned with representing the body. How has the image of the body and the human being changed in history? And how is this reflected in art history and art theory? In the course of the seminar, students will receive an overview of the development of art from antiquity to contemporary art based on the concept of the body. In addition, we will look at cross-sectional topics and monographic approaches in order to expand our knowledge. Meanwhile, students will develop, expand and deepen their basic knowledge about the different periods in fine arts, art theoretical approaches from different centuries and art historical sources.

[*updated 24.09.2020*]

Teaching methods/Media:
_ Seminar
_ Group work
_ Knowledge of relevant sources
_ Presentation and preparation of documentation/written compositions
_ Study trips

[*updated 24.09.2020*]

Recommended or required reading:
Literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.
Literature examples:

_   Belting, Hans: Menschenbild und Körperbild, Münster 2000.
_   Moskatova, Olga (Hg.): Jenseits der Repräsentation. Körperlichkeiten der Abstraktion in moderner und zeitgenössischer Kunst, München/Paderborn 2013.
_   Weiss, Philipp: Körper in Form. Bildwelten moderner Körperkunst, Bielefeld 2010.
_   Wyss, Beat (Hg.): Den Körper im Blick : Grenzgänge zwischen Kunst, Kultur und Wissenschaft, Paderborn 2008.

[*updated 24.09.2020*]

Service Learning im Nonprofit Management

Module name (EN): Service Learning im Nonprofit Management

Degree programme: Cultural Management, Master, ASPO 01.04.2020

Module code: MAKM-307

Hours per semester week / Teaching method:
4V (4 hours per week)

ECTS credits:
6

Semester: 3

Mandatory course: no

Language of instruction:
German

Assessment:
Presentation and written composition

[*updated 24.09.2020*]

Exam recurrence:
The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).

Applicability / Curricular relevance:

MAKM-307 Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course

Workload:
60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):
MAKM-110 Nonprofit Management

[*updated 26.10.2021*]

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Nicole Schwarz

Lecturer:
Dozierende des Studiengangs

[*updated 26.10.2021*]

Learning outcomes:

_   be able to apply the theory learned to actual tasks and problems,
_   be able to critically compare the practical experience gained through their service learning project in an NPO with theory,
_   be able to apply the analytical tools of business administration to a specific task in a team,

After successfully completing this module students will have acquired the following social skills:

_   Students will be able to develop and present their own analyses and argumentation,
_   They will be able to solve practical tasks in a team, organize themselves and solve conflicts (improvement of leadership skills, e.g. initiative, ability to work in a team, integration, delegation, conflict and assertiveness, self-confidence, willingness to take responsibility and risks),
_   Students will be able to communicate more efficiently and manage interaction with third parties and groups efficiently and effectively,
_   They will be able to work with the different, modern presentation techniques,
_   Students will be able to understand complex scientific and practical texts and apply them to practical problems.

After successfully completing   the module, students will be able to   demonstrate the following practical professional skills:

_   Students will be able to explain and evaluate possible job profiles in the nonprofit sector and the challenges they face in everyday working life,
_   They will be able to develop, critically question and apply management concepts,
_   Students will be able to contribute their project management and team competencies to other projects,
_   Students will be able to translate findings from current research into practical applications and independently develop solutions to challenges in everyday professional life.

[*updated 24.09.2020*]

Module content:
Service Learning is a form of teaching in which students apply theoretical knowledge (learning) practically

in a nonprofit context (service). In this module, students will work in groups on various service learning projects in nonprofit and/or cultural organizations Through the service learning project, the module is able to establish a strong practical relevance to the theoretical contents of the business management courses, in particular cultural management. Students are given the opportunity to apply their theoretical knowledge to a real task or problem in a nonprofit organization located in Saarbrücken or the surrounding area. The project work is accompanied by regular reflection sessions that function as a bridge between theory and practice and allow students to learn to critically reflect on what they have learned. At the end of the seminar students will present their projects.

An examination portfolio is a compilation of different examination achievements with the goal of promoting sustainable learning. The portfolio should consist of a presentation(s) and a final report.

Students can receive points during the semester by submitting individual achievements and group work. In addition, after successfully completing
the seminar and the project, each participant will receive a certificate of voluntary commitment.

[*updated 24.09.2020*]

Teaching methods/Media:
_ Group and project work (concept development, implementation and presentation)
_ Reflection exercises
_ Role playing
_ Discussions with fellow students and third parties
_ Presentations and preparation of documentation/papers
_ Comparison of theory and practice
_ Analysis of scientific texts
_ Group work in tutorials

On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
Current literature lists will be made available to students at the beginning of the semester (exemplary references):

_ Andreasen, A.R./Kotler, P.: Strategic Management for Nonprofit Organizations, New Jersey, latest edition
_ Anheiner, H.K.: Nonprofit Organizations. Theory, Management, Policy, London, latest edition
_ Badelt, C./Meyer, M./Simsa, R. (Hrsg.): Handbuch der Nonprofit Organisationen. Strukturen und Management, Stuttgart, la
_ Beccarelli, C.: Finanzierung von Museen: Theorie und Anwendung am Beispiel der Schweizer Museumslandschaft, Bern, latest edition
_ Bruhn, M.: Marketing für Nonprofit-Organisationen. Grundlagen _ Konzepte _ Instrumente, Stuttgart, latest edition
_ Buber, R./Faschig, H.: Leitbilder in Nonprofit Organisationen. Entwicklung und Umsetzung, Wien, latest edition
_ Burnett, K.: Relationship Fundraising _ A Donor Based Approach to the Business of Raising Money, San Francisco, latest edition
_ DiMaggio, P.J./Anheiner, H.K.: The Sociology of Nonprofit Organizations, in: Annual Review of Sociology, Vol. 16, pp. 137-159
_ Drucker, P.F.: Managing the Nonprofit Organization, London, latest edition

_   Furco, A. (2002): Is Service-Learning Really Better Than Community Service?, in: Service- Learning: The Essence of the Pedagogy

_   Gesellschaft für Konsumforschung (GfK) (Hrsg.): GfK CharityScope. Available online

_   Günter, B.: Kulturmarketing. In: Tscheulin, D.K./ Helmig, B. (Hrsg.): Branchenspezifisches Marketing, Wiesbaden, latest edition

_   Helmig, B./Boenigk, S.: Nonprofit Management, München, latest edition

_   Helmig, B./Purtschert, R. (Hrsg.): Nonprofit-Management, Wiesbaden, aktuellste Auflage Karakas, F., Kavas, M. (2009): Service-learning 2.0 for the 21st century: Towards a holistic model for global social positive change, in: International Journal of Organizational Analysis

_   Klein, A.: Projektmanagement für Kulturbetriebe, Wiesbaden, latest edition

_   Langer, A./Schröer, A. (Hrsg.): Professionalisierung im Nonprofit Management, Bern, latest edition

_   Lester, S. W., Tomkovick, C., Wells, T., Flunker, L. & Kickul, J. (2005): Does Service-Learning Add Value? Examining the Perspectives of Multiple Stakeholders, in: Academy of Management Learning & Education

_   Meier, A.: Informationsmanagement für NPOs, NGOs et.al., Heidelberg, latest edition

_   Mottner, S. (2010): Service-Learning in a Nonprofit Marketing Course: A Comparative Case of Pedagogical Tools, in: Journal of Nonprofit & Public Sector Marketing

_   Salzman, J.: Making the News: A guide for Nonprofits and Activists, Boulder, latest edition

_   Sargeant, A.: Marketing Management for Nonprofit Organizations, Oxford, latest edition

_   Sargeant, A.; Fundraising Management, New York, 2. A., latest edition

_   Schwarz, P.: Organisation in Nonprofit Organisationen, Grundlagen, Strukturen, Bern, latest edition

_   Schwarz, P.: Management-Prozesse und -Systeme in Nonprofit Organisationen, Bern, latest edition

_   Siebart, P.: Corporate Governance von Nonprofit Organisationen _ Ausgewählte Aspekte der Organisation und Führung, Bern, latest edition

_   Steiner, S. D., Watson, M. A. (2006): The Service Learning Component in Business Education: The Values Linkage Void, in: Academy of Management Learning & Education

_   Taylor, M. L. (2005): A Service-Learning Kaleidoscope of Insights: Conversations With Mihaly Csikszentmihalyi, Theorist/ Systems Change Artist; Bernard Milano, Practitioner/ Foundation Leader; and John Saltmarsh, Historian/ Service-Learning Educator, in: Academy of Management Learning & EducationTiebel, C.: Management in Non Profit Organisationen, München

_   Toncar, M. F., Reid, J. S., Burns, D. J., Anderson, C. E. & Nguyen, H. P. (2006): Uniform assessment of the benefits of service learning: the development, evaluation, and implementation of the SELEB Scale, in: Journal of Marketing Theory and Practice

_   Zimmer, A./Priller, E.: Gemeinnützige Organisationen im gesellschaftlichen Wandel, Wiesbaden, latest edition

[*updated 24.09.2020*]

Sustainable Cultural Management - Players, Events and Intercultural Encounters

Module name (EN): Sustainable Cultural Management - Players, Events and Intercultural Encounters
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-318
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6

Semester: 3
Mandatory course: no
Language of instruction: German
Assessment: Term paper with presentation [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-318 Cultural Management, Master, ASPO 01.04.2020 , semester 3, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel
Lecturer: Prof. Dr. Kerstin Heuwinkel   [*updated 23.10.2018*]
Learning outcomes: After successfully completing this module, students will: _   be able to name, describe and put concepts of sustainability and corporate social responsibility in cultural management (Focus: events) into context, _   be able to analyze and evaluate potentials and challenges when planning and implementing sustainable cultural events, _   be able to implement the steps towards planning a sustainable cultural event and intercultural encounter, _   be able to critically discuss aspects of staging culture for economic purposes, including tourism, against the background of authenticity, _   be able to explain the legacy aspect of cultural events and point out options for action. _   be able to develop the content of the course independently on the basis of hand-picked literature, _   be able to work independently on smaller concepts in the form of case studies from practical

experience using the theoretical knowledge acquired in the course.

[*updated 24.09.2020*]

Module content:
_ The terms "sustainability" and "corporate social responsibility"
_ Sustainable cultural management
_ Sustainable cultural events
_ Intercultural encounters and culture as a mediator
_ Case study:
_ Perspectives on cultural tourism
e.g. role of local cultures, indigenous knowledge creation, cultural tourism and arts festivals
_ Impacts and management of cultural tourism
e.g. commodification, social construction of otherness, staged authenticity
_ Discussion: Tourism as form of cultural diplomacy?
_ The staging and authenticity of culture
_ Legacy (cultural) events

[*updated 24.09.2020*]

Teaching methods/Media:
_ Seminaristic lecture course
_ Case study: Transatlantic Dialogue Luxemburg
_ Discussions with fellow students and third parties
_ Short presentations

On the basis of selected data material and case studies, students willlearn to develop concepts independently, implement and reflect on them.

[*updated 24.09.2020*]

Recommended or required reading:
_ Commission of the European Communities (2001). Green Paper: Promoting a European framework for Corporate Social Responsibility. Online source. Retrieved from:
europa.eu/rapid/press-release_DOC-01-9_en.pdf
_ Dreyer, A.: Kulturtourismus. 3. Auflage. Oldenbourg, München 2011.
_ Geertz, C.: Dichte Beschreibung. Frankfurt am Main: Suhrkamp, 1995, 4. Aufl.
_ Hausmann, A./Murzik, L. (Hrsg.; 2011): Neue Impulse im Kulturtourismus, Wiesbaden
_ Heinze, T.: Kultursponsoring, Museumsmarketing, Kulturtourismus - Ein Leitfaden für Kulturmanager. VS Verlag für Sozialw., 2009.
_ Hofstede, G.: Culture`s Consequences. Sage. London 2001.
_ Klein, A.: Projektmanagement für Kulturmanager. VS Verlag für Sozialw., 2004.
_ Nufer, G., Bühler, A.: Event-Marketing in Sport und Kultur: Konzepte _ Fallbeispiele _ Trends. 2015
_ Schneider, A. & Schmidpeter, R. (Hrsg.) Corporate Social Responsibility: Verantwortungsvolle Unternehmensführung in Theorie und Praxis (pp. 559-570). Springer Verlag, Berlin, Heidelberg.
_ Schulze, Gerhard: Die Erlebnisgesellschaft. 2. Auflage. Campus-Verlag, Frank

[*updated 24.09.2020*]

Theater Pedagogy

Module name (EN): Theater Pedagogy
Degree programme: <u>Cultural Management, Master, ASPO 01.04.2020</u>
Module code: MAKM-313
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: no
Language of instruction: German
Assessment: Written composition and presentation = performance [*updated 24.09.2020*]
Exam recurrence: The information regarding exam recurrence is found within the exam policy of the study programme (ASPO).
Applicability / Curricular relevance: MAKM-313 <u>Cultural Management, Master, ASPO 01.04.2020</u> , semester 3, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: <u>Prof. Dr. Simone Odierna</u>
Lecturer: Dozierende des Studiengangs   [*updated 23.10.2018*]

Learning outcomes:
Students will develop, expand and deepen their specialized and methodological knowledge on the following points in relation to the following topics:

Learning outcomes for personal skills:
Students will be able to perceive and describe the moods/feelings of people in a more targeted way by systematically analyzing language and body language.
Students will be able to describe themselves verbally through self-awareness and body-awareness exercises.
Students will be able to test and expand their individual body language skills within the framework of mental and physical training.
Students will be able to take on different roles, grasp the range of their expressions and develop them further.

Level of personal skills:

_ General perception training
_ Improve communication skills
_ Raise awareness for the expression of one´s own body
_ Improve the ability to express oneself through body language
_ Self-awareness by expanding body awareness and self-awareness in various roles

Learning outcomes for theater-related skills:

Students will become familiar with different warm-up methods and can apply them independently.

Students will be able to engage in free and guided improvisations and help shape them.
Students will have the ability to empathize with different roles and shape them mentally, as well as through the use of body language and words.
Students will be able to improvise in front of and with the audience in one or more roles.

Students will be familiar with the principles of setting up scenes and can apply them creatively.
Students will be able to enter a stage in a role, make the space visible for spectators through body language and thus, appropriate the stage as a venue.

Students will have the experience of performing in front of course participants and other audiences and be able to evaluate and reflect on their performaces, as well as present their results verbally.

Students will be capable of expanding the content of the module independently based on literature they have chosen themselves.

Theater-related skills:

_ Different warm-up methods
_ free and guided individual, pair and group improvisations
_ Empathizing with different roles
_ Improvising in one or more roles in front of and with the audience
_ Stage presence / taking the stage
_ Basics of setting up scenes
_ Experience with appearing in front of an audience

[*updated 24.09.2020*]

Module content:

- _ Self-perception / external perception (also in victim/offender situations)
- _ Body work
- _ Improvisation
- _ Role work / Developing one or more roles
- _ Scene work based on the Forum Theater according to Augusto Boal
- _ Organizing and managing performances
- _ Appearing in front of an unknown audience
- _ Evaluating theater events

[*updated 24.09.2020*]

Teaching methods/Media:
Instruction in:

- _ self-awareness / body-experience (also in victim/offender situations)
- _ trust exercises
- _ feedback training
- _ free and guided individual, pair and group improvisations
- _ role work / individual and group role work
- _ organizing and managing performances
- _ role/scene discourse / teamwork
- _ Evaluation exercises

[*updated 24.09.2020*]

Recommended or required reading:

- _ Augusto Boal: Theater der Unterdrückten. Suhrkamp 1976.
- _ Boal, Augusto (1999): Der Regenbogen der Wünsche. Kallmeyer, Seelze (Velber).
- _ Fo, Dario (o. J., vermutlich 1978?): Dario Fo über Dario Fo. Prometh-Verlag, Köln.
- _ Grotowski, Jerzy (1994): Für ein armes Theater. Alexander-Verlag, Berlin.
- _ Koch,G.& Vaßen, F., (Hrsg) (1991). Lach- und Clownstheater. Die Vielfalt des Komischen in Musik, Literatur, Film und Schauspiel. Frankfurt/Main
- _ Müller, G. (1964). Theorie der Komik. Würzburg
- _ Gipser, D. (1991). Lachen gegen Macht? Gedanken zur Funktion des Lachens im szenischen Spiel. In: Koch,G.& Vaßen, F. (Hrsg), Lach- und Clownstheater. Die Vielfalt des Komischen in Musik, Literatur, Film und Schauspiel. Frankfurt/Main. pp. 38 - 41
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