

course beginning: spring spring

---

subject catalogue S23 K24

---

course code MAG352

---

---

**name of course**

---

MAPSI e-course

**specification**

elective course for MA and DOC, mandatory for KK specialty as part of MAK16 module

**academic instructor**

K.Kiitsak-Prikk

**prerequisite course**

---

---

**no of terms**

1

**contact hr/total**

35.0

**hr/term**

35.0

**hr/week**

0.0

**ECTS/total**

5.00

---

**Lect**

0.0

---

**Grp**

0.0

---

**Ind**

0.0

---

**Sem**

0.0

---

**Pract**

0.0

---

---

**graded or pass/fail exams**

A

---

---

---

---

---

---

---

---

---

---

**term**

1

---

---

---

---

---

---

---

---

---

---

**ECTS**

5.00

---

---

---

---

---

---

---

---

---

---

---

**aim of the subject**

to deepen the understanding on the specificities relating to the managing the art's societal impact.

Cultural Management curricula, an elective course of advanced specialization studies.

---

**content**

The course is built on MAPSI study book (e-format), video lectures, online presentations, individual online assignments, case analysis in virtual groups.

Outline:

- Perspectives and dimensions of the societal impact of arts

- Policy, art and societal impact
- Ethics and responsibilities of cultural managers
- Project management in the arts
- Leadership in art projects
- Evaluating the societal impact of art projects
- Application of theoretical knowledge to real life case analysis

---

### **learning outcomes**

The student:

1. Has in depth overview of different perspectives on managing arts projects with societal impact.
1. Is able to discuss Social and economic impacts of arts in detail.
2. Understands the context of several theoretical approaches and empirical contexts of the subject.
3. Knows the specificities of managing art projects with societal impact compared to regular management.
4. Is able to analyse and use both practical examples as well as theoretical tools to approach managing art projects with social impact in advanced methods.
5. Is able to comprehend and analyze the theoretical and pragmatic problematics relating to art projects that aim for societal impact.
6. Knows the factors and measures relevant for success in the context of societal impact of art projects.
7. The student is able to apply the conceptual and practical tools necessary to analyze, develop and manage projects on the context of art projects with societal impact.

---

### **assessment**

1. Online Assignments
2. Case analysis in groups

Assessment on pass/fail scale.

Each lecture is 10% - forming 60% of the final result. The final case analysis in groups is 40% making total of 100% of which at least 51% has to be passed. However, if you fail to submit an assignment you are considered to have left the

course. Submission of each assignment is mandatory to pass the whole course.

---

**assessment criteria****Passed:**

The student has submitted all the assignments and the group case analysis. The student has proposed several actions, interpretations or working methods. The argumentation and structure shows thorough understanding of issues elaborated in the assignments and cases. The student has provided argumentation and logical rationale for choices in challenge identification and in applying theories and concepts to practice orientated assignments. The student is capable of looking at the theoretical and practical matters of arts projects' impact from ethical, economic, social and managerial perspectives. The case analysis indicates understanding of the theories and concepts. The submitted homework conveys the understanding of various impacts from different standpoints and sensing the expectations of different actors. The correct referencing and usage of relevant additional materials for assignments and case analysis shows the good overall orientation and proper grasp of compulsory study materials of the e-course.

**Failed:**

The student has submitted less than half of the required homeworks. The student has proposed few actions or working methods in the assignments. The argumentation and the structure of homeworks is either vague, missing or based on opinions rather than on the notions discussed in the given study materials. The student is somewhat capable of looking the same situation from different standpoints. The description of different actors' perspectives and expectations remains scarce. The student shows little understanding of the theories and concepts, and various impacts. The students provides very little rational for some of their choices in applying theories and concepts or does not present choices. The student provides very little argumentation and evaluations on choices for challenge identification and solutions in the assignments and case analysis. The analysis and homeworks show little understanding of the context of managing art projects with societal impact. The referencing is partly incorrect; and usage of additional material is somewhat irrelevant for the issues. The orientation and usage of the compulsory study materials in students written homeworks shows to be scarce.

---

**course reading material**

Literature: MAPSI study book, additional readings, e-presentations. Course material is accessible via online platform.

Study Material:

- Managing Arts Projects With Societal Impact Study Book, 2015. Holopainen, K., Johanson, T., Jyrämä, A., Karkkunen, A., Kiitsak/Prikk, K., Plaza, B., Pulk, K., Pusa, T., Sassi, M., Stiller, I., Ranczakowska, A., Aayvari, A.

- A collection of articles assigned by the lecturers

- Study Cases (appendix to MAPSi Study Book)

---

**author of course description**