

COURSE OUTLINE

(1) GENERAL

SCHOOL	OF SOCIAL SCIENCES		
ACADEMIC UNIT	CULTURAL TECHNOLOGY AND COMMUNICATION		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	POD 400	SEMESTER	2
COURSE TITLE	CULTURAL MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/131167/		

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

After the fulfillment of the course students should be able to:

1. Comprehend the terms: cultural, cultural management, cultural politics and administration of cultural organizations.
2. Be acquainted to an overview of theories on administration.
3. Comprehend the need of strategic planning in cultural organizations.
4. Be able of describing the state of the art and evaluate cultural organizations.
5. Suggest strategic plans and new politics to cultural organizations.
6. Comprehend the role of specific skills for organizing cultural events.
7. Comprehend the broadness of the term “cultural heritage”.
8. Comprehend the evolution of archaeological theories.
9. Be acquainted to the Greek laws about antiquities and the international conventions (e.g. UNESCO).
10. Comprehend the content of Postprocessualism and the new relation between

archaeology and the public.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
.....
Others...
.....

1. Production of free, creative and inductive thinking.
2. Criticism and self-criticism.
3. Respect for difference and multiculturalism.
4. Search for, analysis and synthesis of data and information, with the use of the necessary technology.
5. Working independently.
6. Team work.
7. Working in an international and interdisciplinary environment.
8. Showing social, professional and ethical responsibility and sensitivity to gender issues.

(3) SYLLABUS

The course focuses on:

1. **Culture, cultural management, cultural politics and administration of cultural organizations.**
2. **Administration theories.**
3. **Strategic planning in cultural organizations.**
4. **Evaluating cultural organizations.**
5. **An overview of the Greek cultural organizations. New strategic directions.**
6. **Organizing cultural events.**
7. **What is “cultural heritage” and in what terms?**
8. **The evolution of archaeological theories.**
9. **Greek laws about antiquities and the international conventions (e.g. UNESCO).**
10. **Postprocessualism and the new relation between archaeology and the public.**

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face to face																								
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	Using of ICT teaching																								
<p style="text-align: center;">TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Activity</th> <th style="text-align: center;">Semester workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">13*3=39 h</td> </tr> <tr> <td>Lectures' study</td> <td style="text-align: center;">13*3=39 h</td> </tr> <tr> <td>Preparation of Projects</td> <td style="text-align: center;">13*1 h= 13 h</td> </tr> <tr> <td>Semester Project</td> <td style="text-align: center;">13*3 h= 39 h</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">130h</td> </tr> </tbody> </table>	Activity	Semester workload	Lectures	13*3=39 h	Lectures' study	13*3=39 h	Preparation of Projects	13*1 h= 13 h	Semester Project	13*3 h= 39 h													Course total	130h
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Open-ended questions, or Short-answer questions, or Multiple choice questionnaires, or Oral examination and Essay with Public Presentation</p>																								

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

A. Coursebooks:

1. 1. Γκαντζιάς κ. Γιώργος, Πολιτιστική πολιτική, Χορηγία και Εταιρική Κοινωνική Ευθύνη, εκδ. Παπασωτηρίου, Αθήνα 2020-2η εκδ., ISBN: 978- 960-491-127-1 (Κωδικός στον Εύδοξο: 77120453).

2. Meskell Lynn (Επιμ.), *Η αρχαιολογία στο στόχαστρο*, εκδ. Κριτική, Αθήνα 2006 [επιμέλεια Ελληνικής έκδοσης: Εύη Σαμπανίκου – Μετάφραση: Αβραάμ Κάουα – Εύη Σαμπανίκου], ISBN: 978-960-218-452-3 (Κωδικός στον ΕΥΔΟΞΟ: 11553).
3. Goldman Seth, Nalebuff Barry, *Μαθαίνω να επιπλέω. Πώς θα πετύχεις με μία start-up*, εκδόσεις Κριτική, Αθήνα 2016, ISBN: 978-960-586-157-5 (Κωδικός στον Εύδοξο: 59367615).

b. Additional Bibliography:

1. Παναγιώτα Μ. Παπανικολάου, *Η πολιτιστική πολιτική και οι πολιτιστικοί θεσμοί στην Ελλάδα (19ος-21ος αιώνας). Συμβολή στη μελέτη των θεσμών της ιστορίας της τέχνης*, εκδόσεις Επίκεντρο, Θεσσαλονίκη 2019, ISBN: 978-960-458-810-7 (Κωδικός στον ΕΥΔΟΞΟ: 77117177).
2. Παπούλιας Βαγγέλης, *Η διαχείριση της πολιτισμικής κληρονομιάς στην Ελλάδα. Σύγχρονες προσεγγίσεις*, εκδ. Σ. Ι. Ζαχρόπουλος, Αθήνα 2014, ISBN: 978-960-208-890-6 (Κωδικός στον ΕΥΔΟΞΟ: 59397285).
3. Γαλανίδου, Νένα (Επιμέλεια), *Μιλώντας στα παιδιά για το παρελθόν, Τζ. Ρούμπιν, Ιμπρεσιονισμός*, εκδ. Αλεξάνδρα Κ. Αποστολάκη και ΣΙΑ, Αθήνα 2012, ISBN: 9789604710423 (Κωδικός στον Εύδοξο: 12673692).
4. Μελάς Μανώλης Μ., *Η αρχαιολογία σήμερα*, Εκδ. Ψυχογιός Αθανάσιος & ΣΙΑ Ο.Ε., Αθήνα 2003, ISBN: 9603541389 (Κωδικός Βιβλίου στον Εύδοξο: 24406).
5. Trigger Bruce G., *Μια ιστορία της αρχαιολογικής σκέψης*, Εκδ. Δ. ΦΡΑΓΚΟΥΛΗΣ & ΣΙΑ Ο.Ε., Αθήνα 2009 – 2η εκδ., ISBN: 978-960-221-201-317-5 (Κωδικός στον Εύδοξο: 15525).
6. Hodder Ian, *Διαβάζοντας το παρελθόν, Τρέχουσες ερμηνευτικές προσεγγίσεις στην αρχαιολογία*, εκδ. Ι. ΝΙΚΟΛΟΠΟΥΛΟΣ ΚΑΙ ΣΙΑ Ε.Ε., Αθήνα 2010, ISBN: 978-960-8219-64-9 (Κωδικός στον Εύδοξο: 9825)
7. Καλπαξής Θανάσης, *Αρχαιολογία και Πολιτική II. Η ανασκαφή του ναού της Αρτέμιδας (Κέρκυρα 1911)*, Εκδ. ΙΔΡΥΜΑ ΤΕΧΝΟΛΟΓΙΑΣ & ΕΡΕΥΝΑΣ-ΠΑΝΕΠΙΣΤΗΜΙΑΚΕΣ ΕΚΔΟΣΕΙΣ ΚΡΗΤΗΣ, Ρέθυμνο 1993, ISBN: 960-7309-56-1 (Κωδικός στον Εύδοξο: 1211).
8. Καλπαξής Θανάσης, *Αρχαιολογία και Πολιτική I. Σαμιακά Αρχαιολογικά 1850-1914*, Εκδ. ΙΔΡΥΜΑ ΤΕΧΝΟΛΟΓΙΑΣ & ΕΡΕΥΝΑΣ-ΠΑΝΕΠΙΣΤΗΜΙΑΚΕΣ ΕΚΔΟΣΕΙΣ ΚΡΗΤΗΣ, Ρέθυμνο 1990, ISBN: 960-7309-05-7 (Κωδικός στον Εύδοξο: 1210).
9. Charles B. Handy, *Οι θεοί του μάνατζμεντ*, Εκδ. Ιωάννης Καραδέδος, Αθήνα 2013, ISBN: 978-960-6796-63-0 (Κωδικός στον Εύδοξο: 33154019).
10. Andre Malraux, *Το φανταστικό μουσείο*, εκδόσεις Πλέθρον, Αθήνα 2007, ISBN: 978-960-348-157-7 (Κωδικός στον Εύδοξο: 1876)
11. Renfrew Colin, Bahn Paul, *Αρχαιολογία. Θεωρίες, μεθοδολογία και πρακτικές εφαρμογές* εκδ. Καρδαμίτσα, Αθήνα 2013 – 3η εκδ., ISBN: 9789603543299 (Κωδικός στον ΕΥΔΟΞΟ: 59358748).

Also:

Additional international bibliography (in languages other than Greek) is given during the lectures.

- Related academic journals:

1. Art Theory and History: <http://ijath.cgpublisher.com/>
2. International Journal of Art Theory and Criticism:
<http://www.journalnetwork.org/journals/international-journal-of-art-theory-and-criticism#author-guide-tab>
3. Art History – Wiley Online Library:
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1467-8365](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8365)
4. The Journal of Aesthetics and Art Theory – Wiley Online Library:
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1540-6245](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1540-6245)
5. Oxford Art Journal: <https://academic.oup.com/oaj>
6. International Journal of Art and History: <http://ijaahnet.com/>
7. The Art Bulletin: <http://www.tandfonline.com/loi/rcab20>
8. International Journal for Digital Art History: <http://dah-journal.org/>