



Course syllabus

Faculty of Arts and Humanities
Department of Cultural Sciences

1KU070 Kulturell ekonomi, regional utveckling och entreprenörskap,
7,5 högskolepoäng

Cultural Economy, Regional Development and Entrepreneurship, 7.5
credits

Subject Group
Cultural Studies

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved by Faculty of Arts and Humanities 2014-05-26
The course syllabus is valid from spring semester 2015

Prerequisites
NO VALUE DEFINED

Objectives

On completion of the course, students should be able to:

- account for, and discuss, scientific perspectives on cultural economy, regional development and entrepreneurship,
- critically analyze and evaluate the role of cultural heritage in relation to cultural economy, regional development and entrepreneurship,
- independently formulate and solve on academic grounds problems linked to cultural heritage, cultural economy and regional development.

Content

The course deals with the roles of cultural heritage and the cultural heritage sector in the cultural economy, from a perspective of regional development. Cultural economy means that culture is becoming more and more loaded with economic values and the economy obtaining a greater influence over culture, while at the same time commercial products become more and more loaded with cultural value. It is, therefore, important to critically analyze these processes, and the risks involved in a regional development in which culture and economy are becoming more and more intertwined. The course presents and critically discusses the historic and on-going changes from industrial society to service society to experience society, which have influence on trends in society, culture and working life. The course involves even an introduction to the significance of entrepreneurship for the development of cultural heritage. A cultural heritage site in South East Sweden serves as a case study and object of field studies and a number of problem oriented workshops.

All seminars and workshops are mandatory.

Type of Instruction

Teaching is in the form of lectures, seminars, field studies and workshops.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to pass the course, students need to meet the expected learning outcomes. Examination occurs through written home assignments and an essay.

A resit is offered within six weeks.

Course Evaluation

At the end of the course, a written course evaluation is performed and compiled into a report. The evaluation report is available to students and is filed and stored according to departmental regulations.

Required Reading and Additional Study Material

Required reading

Amin, Ash & Thrift, Nigel, eds (2004). *The Blackwell Cultural Economy Reader*. Oxford: Blackwell Publishing. Selected parts, ca. 200 pp. ISBN 0-631-23428-4.

Aronsson, Lars, Jonas Bjälesjö & Susanne Johansson ed. (2007). *Kulturell ekonomi: skapandet av värden, platser och identiteter i upplevelsesamhället*. Lund: Studentlitteratur. 300 pp. ISBN 9789144029887.

Licciardi, Guido; Amirtahmasebi, Rana (2012) *The economics of uniqueness: investing in historic city cores and cultural heritage assets for sustainable development*. Urban development series. Washington, DC: World Bank. Chs 3-5 (pp. 45-142). ISBN 9780821396506. Available at documents.worldbank.org/curated/en/2012/01/16800229/economics-uniqueness-investing-historic-city-cores-cultural-heritage-assets-sustainable-development

Lindeborg, Lisbeth & Lars Lindqvist, eds (2010) *Kulturens kraft för regional utveckling*. Stockholm: SNS. 460 pp. ISBN 978-91-86203-43-6.

Plats, drivkraft, samhällsprocess. Vad gör kulturarvet till en resurs för hållbar regional utveckling? Reports from Riksantikvarieämbetet 2003:7. ISBN 91-7209-337-4. Stockholm. 70 pp. Available at www.raa.se/publicerat/9172093374.pdf

Articles from academic journals, ca 200 pages.

Reference literature

Ayata, Binnaz, ed. (2007). *Kulturekonomi: konsten att fånga osynliga värden* Lund: Studentlitteratur. 375 pp. ISBN 978-91-44-04698-3.

Du Gay, Paul & Michael Pryke (2002). *Cultural economy: cultural analysis and commercial life*. London: Sage. 250 pp. ISBN 0-7619-5992-0.

Pine, Joseph & James Gilmore (1999). *The Experience Economy: work is theatre & every business a stage*. Boston, MA: Harvard Business School. 270 pp. ISBN 0-87584-819-2.

Strömberg, Per (2007). *Upplevelseindustrins turistmiljöer: visuella berättarstrategier i svenska turistanläggningar 1985-2005*. Uppsala: Konstvetenskapliga institutionen, Uppsala universitet. 362 pp. ISBN 978-91-628-6974-8.