



Course syllabus

Faculty of Arts and Humanities
Department of Cultural Sciences

1KU071 Kulturarv och entreprenörskap, 7,5 högskolepoäng
Heritagepreneurship, 7.5 credits

Subject Group
Cultural Studies

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved by Faculty of Arts and Humanities 2016-09-07
The course syllabus is valid from spring semester 2017

Prerequisites
NO VALUE DEFINED

Objectives

After completing the course, the student should be able to:

- account for entrepreneurship as a concept and a practice,
- critically analyse and discuss the role of cultural heritage in relation to entrepreneurship,
- independently formulate and conceptualise a business model combining cultural heritage and entrepreneurship.

Content

This course combines cultural heritage and entrepreneurship. It includes an introduction to the importance of entrepreneurship for the development of cultural heritage. It also discusses the various roles of cultural heritage in entrepreneurial processes. Concepts and theories are discussed in lectures and seminars. Parallel to the teaching, the students conduct a group project on a business model. A cultural heritage site in the south-east of Sweden is used as a case study.

All seminars and workshops are compulsory.

Type of Instruction

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

Examination

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

The course is examined through written assignments, a literature seminar and oral

The course is examined through written assignments, a literature seminar and oral presentations. In order to receive the grade of Pass, the student must achieve the objectives.

Grading criteria for the grade of Pass with Distinction will be specified when the course starts.

For students who do not pass their first examinations, retake examinations are provided in accordance with local regulations at the university.

Course Evaluation

At the end of the course, a course evaluation is conducted. Results and analysis of the course evaluation are communicated to the students who have taken the course and the students who are taking the course when it is offered the next time. The evaluation is anonymous. The course evaluation is filed according to departmental regulations.

Required Reading and Additional Study Material

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. Chaps. 3–5 (pp. 45–142). ISBN 9780821396506. Available at: documents.worldbank.org/curated/en/2012/01/16800229/economicuniqueness-investing-historicciticoresculturalheritageassetssustainabledevelopment

Lindeborg, Lisbeth & Lars Lindqvist, eds. (2010) *Kulturens kraft för regional utveckling*. Stockholm: SNS Förlag. 460 p. ISBN 9789186203436.

Lundberg, Hans., RamirezPasillas, Marcela., & Högberg, Anders, eds. *Heritagepreneurship: An Integrated Approach to Cultural Heritage Management and Entrepreneurship*. Not yet published material. ca 240 p. Provided at the online learning platform.

Research articles, ca 200 pages. Provided at the learning platform.