

Subject card

Subject name and code	Cultural Economics, PG_00178250						
Field of study	Chinese Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2026/2027	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kaczor				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The course aims to equip students of Sinology with knowledge of cultural economics, defined as a knowledge-based economy, and relating to the mechanisms regulating its functioning, taking into account the specific nature of selected cultural industries.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[SINL3_U03] Is able to communicate with the environment using specialist terminology in the fields of cultural and religious studies, economics, and finance.		Students will be able to formulate statements using specialist terminology in cultural economics.			[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU5] implementation of a problem task	
	[SINL3_W02] Knows and understands, at an advanced level, the methodologies, theories, and terminology that constitute the fundamental general knowledge in the field of economics and finance.		The student knows and understands the research methodology, theory and terminology of cultural economics.			[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task	
Subject contents	Concepts: cultural economy, cultural industries, creative industries, knowledge-based economy; prestige economy; culture as part of the economy contributing to GDP, cultural heritage management, creative industries, creative cities, cultural tourism.						
Prerequisites and co-requisites	Knowledge of basic economic concepts.						

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		0.0%	30.0%
		0.0%	50.0%
		0.0%	20.0%
Recommended reading	Basic literature	J. English, <i>Ekonomia prestiżu</i> , Warszawa 2013 [wybrany fragment]. D. Ilczuk, <i>Ekonomika kultury</i> , Warszawa 2012. <i>Od przemysłów kultury do kreatywnej gospodarki</i> , red. A. Gwóźdź, Warszawa 2010 [wybrany fragment]. Jacoby, M., Gryszkiewicz, A., Ilczuk, D., Kamińska, T., Machajek, P., & Reismüller, F., <i>Cooperation with the Chinese cultural sector in times of growing uncertainties</i> . 2023. Kożuchowski T., <i>Warunki chińsko-europejskich koprodukcji filmowych</i> , "Kwartalnik Filmowy" 2019/108, s. 219-231. M. Rogowska, <i>Koncepcja kreatywnego miasta w teorii i praktyce</i> , Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, Gospodarka przestrzenna. Uwarunkowania ekonomiczne, prawne i samorządowe, 2013 nr 320, s. 156-165. R. Towse, <i>Ekonomia kultury. Kompendium</i> , Warszawa 2011.	
	Supplementary literature	M. Adamczak, <i>Kapitały przemysłu filmowego. Hollywood. Europa. Chiny</i> , PWN 2019.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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