

Subject card

Subject name and code	The Art Market and Cultural Heritage Management, PG_00130986						
Field of study	Cultural Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group 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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Barbara Forsiewicz				
	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		43.0	75
Subject objectives	The aim of the course is to prepare the student for professional and scientific activity in the field of the art market and conscious management of cultural heritage. Therefore, the student will learn the legal and economic fundamentals of cultural heritage conservation and the the art market						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULMU2_U01] The graduate demonstrates fluent skills in searching, interpreting, and selecting information, utilizing various sources, media, and technologies, and formulates independent conclusions based on them.	Students will be able to proficiently search, interpret and select information, using a variety of sources, media and technologies and formulate on their basis to formulate, on the basis of this information, independent conclusions on issues related to the art market and the mission and functioning of cultural institutions.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written
	[KULMU2_K05] The graduate actively participates in activities aimed at preserving cultural heritage at the regional, national, European, and global levels.	The student actively participates in activities for the preservation of the cultural heritage of cultural heritage of Pomerania	[SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written
	[KULMU2_K01] The graduate understands the significance of knowledge, skills, and experience in professional activities.	The student understands the importance of knowledge, skills and experience in professional activities in museums and art galleries	[SK2] presentation/project/paper/report [SK3] text preparation/written work [SK4] test/exam - oral or written
	[KULMU2_W08] The student holds a broad understanding of contemporary cultural and artistic life, as well as the functioning of cultural institutions and the art market.	The student has a broad knowledge of the contemporary art world, the functioning of the art market and cultural heritage issues	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[KULMU2_W05] The student possesses well-established, specialized knowledge in the field of audiovisual culture or cultural management.	Student ma ugruntowaną, specjalistyczną wiedzę z zakresu rynku sztuki i dziedzictwa kulturowego	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	1. tangible and intangible heritage2 Conservation and protection3 Accessible conservation principles4 A visit to St John's Church in Gdańsk/St John's Centre5 UNESCO tangible cultural heritage list6 Representative List of Intangible Cultural Heritage7 International and Polish law8 Protection of monuments - state authorities and their structure9. Economic aspects of the art market10. crimes in the art market: forgeries, thefts, war losses11 Art trade - types of art market entities12 Principles of operation and legal aspects of art auctions13 Passive participation in an art auction		
Prerequisites and co-requisites	Willingness to attend classes away from the Tri-City UG campus, including arriving efficiently and on time at the designated instructor's assembly point.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	participation in exhibitions in the Tri-city area as indicated by the trainer	51.0%	5.0%
	assignments on MS Teams	51.0%	15.0%
	lecture/presentation	51.0%	20.0%
	test	51.0%	60.0%
Recommended reading	Basic literature	Katarzyna Zalasinska, Kamil Zeidler, Wykład prawa ochrony zabytków, V Wojciech Kowalski, Katarzyna Zalasinska, Rynek sztuki. Aspekty prawne Iwona Gredka, Ubezpieczenia dóbr kultury w muzeach i zbiorach prywatnych Monika Bryl, Rynek sztuki w Polsce. Poradnik dla kolekcjonerów i inwestorów	

	Supplementary literature	Sarah Thornton, Siedem dni w świecie sztuki, Propaganda 2011. Bartosz Krapieński, Obrót dziełami sztuki w państwach Unii Europejskiej i magisterska wykonana w Katedrze Ekonomiki Integracji Europejskiej po Głębockiej, Uniwersytet Gdański 2011., pdf. Źródło: file:///C:/Users/Demo/Downloads/Obrot%20dział%20sztuki%20-%C2%A0Bartosz%20%20Krapinski%20- %C2%A0ebook.pdf Piotr Łada, Sztuka a prawo autorskie. Wybrane zagadnienia, LexisNexis Kamil Zeidler, Prawo ochrony dziedzictwa kultury, Wolters Kluwer SA 20 J. Purchla, Dziedzictwo kulturowe, [w:] Dziedzictwo kulturowe w XXI wiek 2007. https://bon.edu.pl/media/book/pdf/Dziedzictwo_kulturowe-JP.pdf Mieke Bal, Dyskurs muzeum, [w:] Muzeum sztuki. Antologia, red. Maria I Sławomir Ratajski, Koncepcja ochrony dziedzictwa niematerialnego w k wartości ochrona, pod red. J. Adamowskiego i K. Smyk, Lublin-Warszawa 2013 [dostępne online] Dziedzictwo to ludzie!, Herito 2018, nr 32-33, s. 87-103. Joanna Sanetra Szeliga, Potencjał i wpływ dziedzictwa kulturowego, Her Czasopisma branżowe: Sztuka.pl Gazeta Antykwareczna Artinfo.pl Sp. z o.o. ARTEon magazyn o sztuce Art & Business Spotkania z Zabytkami Katalogi aukcyjne
	eResources addresses	
Example issues/ example questions/ tasks being completed	Operating principles and legal aspects of art auctions Market significance of cultural heritage	
Work placement	Not applicable	

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