

Subject card

Subject name and code	Art history and economics: from patronage to the art market, PG_00206742						
Field of study	Economics, International Economic Relations						
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 Optional subject group Humanistic-social subject group	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dagmara Wach				
	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 aim of the course is to present the interrelationships between art and the economy through an analysis of the development of art, its financing models, and the mechanisms of the art market, from historical patronage systems to contemporary forms of art trade and the operation of cultural institutions.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology	The student applies basic tools of economic analysis to assess the functioning of cultural institutions, mechanisms for valuing works of art, and the importance of the art market for the economy. The student knows the basic concepts of art history, cultural economics and the art market and uses appropriate terminology to describe phenomena related to the functioning of the cultural sector.	[SW2] presentation/project/paper/report
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	The student explains the impact of economic and social processes on the development of art and characterizes the evolution of models of financing artistic activity from patronage to the contemporary global art market.	[SW2] presentation/project/paper/report
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student applies basic tools of economic analysis to assess the functioning of cultural institutions, mechanisms for valuing works of art, and the importance of the art market for the economy.	[SU2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student analyzes the relationships between the development of art and economic, social and institutional processes and interprets the functioning of the contemporary art market in a global context.	[SU2] presentation/project/paper/report

Subject contents	THE WORLD OF ART CULTURAL VALUE		
	1. What is art? Definitions, functions, and social significance		
	2. The most important eras and trends in art history		
	3. Artists and their social position		
	4. Art world institutions		
	ECONOMICS OF CULTURE AND THE ART MARKET		
	5. Fundamentals of cultural economics		
	6. Value and price why some works cost millions		
	7. The art market as a specific market		
	8. Art as an investment		
	ART HISTORY AND ECONOMICS		
	9. Patronage as a historical model of art financing		
	10. Art and the economic development of cities and regions		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	substantive correctness and use of knowledge from the lecture	51.0%	85.0%
	structure and logic of work	51.0%	5.0%
	selection and use of sources	51.0%	10.0%
Recommended reading	Basic literature	E. H. Gombrich, <i>Historia sztuki</i> , Arkady, Warszawa 2009.	
		J. Białostocki, <i>Sztuka cenniejsza niż złoto</i> , PWN, Warszawa 2008.	
		D. Throsby, <i>Economics and culture</i> . Cambridge University Press, 2000.	

	Supplementary literature	D. Wach, <i>Dzieła sztuki w Internecie</i>, [w:] Biznes elektroniczny. Wybrane zagadnienia, pod red. K. Dobrowolskiego i J. Kujawy, FRUG, Gdańsk 2005. U. Eco, <i>Historia piękna</i>, Rebis, Poznań 2007. U. Eco, <i>Historia brzydoty</i>, Rebis, Poznań 2007.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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