

Subject card

Subject name and code	Theatre Management, PG_00209846						
Field of study	Theatre Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study Humanistic-social 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	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Drama, Theatre and Performance -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Małgorzata Jarmułowicz, prof. UG				
	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 subject aims to introduce students to contemporary methods and forms of managing cultural institutions in Poland. It is intended to provide knowledge about the specificity of these institutions and their functioning in the organizational, legal, economic and artistic context. Get acquainted with existing models of institutions operating in the public, private and non-governmental sectors.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[WOTL3_W10] Knows the economic, legal, organizational and pedagogical aspects of theater activities. He is familiar with the basic concepts of copyright law. He knows and understands the basic principles of establishing and developing various forms of entrepreneurship.		Has knowledge of organizational, legal and economic aspects of the functioning of artistic institutions			[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report	
	[WOTL3_K03] Understands the specific nature of the work of a theater specialist and organizer and animator of theater activities and is aware of ethical issues and professional problems related to performing this work.		Understands the specyfic nature of the work of manager of artistic institutions and is aware of ethical issues and professional problems related to performing this work			[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report	
	[WOTL3_U09] Is able to recognize problems and perform tasks in the field of theater activity in relation to its economic, legal, organizational and pedagogical contexts.		Is able to recognize problems related to the functioning of the artictic insititions in the organizationel, legal and economic dimensions			[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report	

Subject contents	The classes will focus on familiarizing students with the basics of managing cultural institutions and the functioning of the art market in Poland. They will present contemporary methods and forms of organizing cultural activities, taking into account the practical aspect that allows you to acquire the skills necessary to function in the cultural sector. Students learn about the organizational, legal and financial aspects of cultural institutions from the public, private and non-governmental sectors. The course program will include elements of knowledge in the areas of: project management, cultural organization, cultural policy, cultural animation, marketing, public relations and the functioning of the art market. The classes will provide you with the initial knowledge and skills needed to carry out your own activities in culture, and will familiarize you with the methods by which a creative idea becomes a real project. An important element will be visits to selected Tri-City institutions or meetings with their representatives, as well as students' work on their own proposals - projects of new cultural institutions.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active presence in classes	80.0%	30.0%
	final paper	51.0%	70.0%
Recommended reading	Basic literature	Grad J., U. Kaczmarek, Organizacja i upowszechnianie kultury w Polsce. Zmiany modelu, Poznań, 1999.Hagoort G., Przedsiębiorczość w kulturze. Wprowadzenie do zagadnień zarządzania w kulturze, Kraków 1997.Ilczuk D., Polityka kulturalna w społeczeństwie obywatelskim, Kraków 2002.Instytucje upowszechniania kultury w XXI wieku. Przeżytek czy nowa jakość?, red. J. Sójka, M. Poprawski, P. Kieli-szewski, Poznań 2009.	
	Supplementary literature	Instytucje w czasach kryzysu, red. J. Sójka, P. Kieliszewski, P. Landsberg, Poznań 2009 (wybrane rozdziały).Kargul J., Od upowszechniania kultury do animacji kulturalnej, Toruń 1996.Karna W. J., Zmiany w zarządzaniu publicznymi instytucjami kultury, Kraków 2009.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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