

Subject card

Subject name and code	From Idea to Institution: Establishing and Developing Cultural Institutions in Practice, PG_00211327						
Field of study	Management of Artistic Institutions						
Date of commencement of studies	October 2026		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		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Agnieszka Żukowska				
	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 provide students with the knowledge and practical competencies necessary to create, develop, and manage organizations operating in the cultural sector. The course prepares students to independently design cultural institutions, non-governmental organizations, and other cultural initiatives, taking into account their mission, vision, organizational structure, sources of funding, and development strategy. Students will gain an understanding of the mechanisms involved in building sustainable local, national, and international partnerships, the principles of cross-sector collaboration, and the role of cultural diplomacy in contemporary cultural management. Particular emphasis is placed on developing strategic thinking skills, identifying social needs, building teams, and designing initiatives that respond to the challenges facing the contemporary cultural sector.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZIAL3_W04] They possess an understanding of contemporary artistic life and basic knowledge of both Polish and international arts and cultural institutions, with a focus on practical applications in managerial and/or artistic activity.	They possess an understanding of contemporary arts scene and basic knowledge of both Polish and international arts and cultural institutions, with a focus on establishing and developing cultural Institutions.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[ZIAL3_W03] They possess advanced detailed knowledge of specific topics within arts studies, management and quality studies, literary studies, as well as auxiliary and related studies, with a focus on practical applications in managerial and/or artistic activity.	They possess advanced detailed knowledge of establishing and developing cultural institutions, with a focus on practical applications in managerial activity.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[ZIAL3_U04] They are capable of actively participating in debates regarding art, literature, and arts management, presenting, evaluating, and discussing various viewpoints.	They are capable of actively participating in debates regarding establishing and developing cultural institutions, presenting, evaluating, and discussing various viewpoints.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[ZIAL3_K01] They are prepared for a critical assessment of their knowledge and skills in the fields of art studies and the management of artistic institutions.	They are prepared for a critical assessment of their knowledge and skills in the fields of establishing and developing cultural institutions.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
Subject contents	• Introduction to the cultural sector: the distinctive characteristics of cultural institutions, non-governmental organizations, and grassroots initiatives; key similarities and differences. • From idea to organization: identifying social needs and designing a cultural initiative. • Establishing the foundations: mission, vision, and strategic objectives as the basis of organizational strategy. • Organizational models in the cultural sector: advantages and limitations of different organizational forms. • Team building, leadership, and competency management. • Funding models for cultural organization: public funding, grants, sponsorship, partnerships, and fundraising. • Cultural project management and organizational development planning. • Environmental and stakeholder analysis. • Local and national partnerships: collaboration with local government, civil society organizations, and the private sector. • International cooperation and cultural diplomacy: collaborative networks, European programmes, and international initiatives. • Case study: the establishment and development of the Gdańsk House of Literature as an example of building a cultural institution.		
Prerequisites and co-requisites	Attendance at all classes is mandatory unless the student has obtained the Dean's approval to follow an individual study plan.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written assignment: preparation of an original concept for an organization, including a development plan, partnership strategy, budget, and operational model	51.0%	100.0%
Recommended reading	Basic literature	• Ilczuk D.(2012), <i>Ekonomika kultury</i>, WN PWN Warszawa. • Griffin R.W. (2002), <i>Podstawy zarządzania organizacjami</i>, WN PWN, Warszawa. • Kostera M. red. (2014), <i>O zarządzaniu: historie niezwykle : studia przypadków z zarządzania humanistycznego</i>, Difin, 2014. • Transforming our world: the 2030 Agenda for Sustainable Development" (Przekształcamy nasz świat: Agenda 2030 na rzecz zrównoważonego rozwoju).	
	Supplementary literature	• Haliżak E., Łoś-Nowak T., Potyrała A., Starzyk-Sulejewska J. red. (2019), <i>Polska w instytucjach międzynarodowych w latach 1918-2018</i>, NCK, Warszawa • a summary report on the UNESCO World Conference on Cultural Policies and Sustainable Development (MONDIACULT) (MONDIACULT 2025) • Wiadra Howard J., (2013), <i>Culture and Foreign Policy The Neglected Factor in International Relations</i>, Routledge	
	eResources addresses	Supplementary https://sdgs.un.org/2030agenda - "Transforming our world: the 2030 Agenda for Sustainable Development"	

Example issues/ example questions/ tasks being completed	
Work placement	Not applicable

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