

Subject card

Subject name and code	Partnership Building for Cultural Institutions, PG_00211331						
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		mgr Tomasz Kaczorowski				
	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	• To familiarize students with the role of partnerships in the activities of contemporary cultural institutions. • To develop students' ability to identify, engage, and build relationships with public, civil society, business, and international partners. • To provide practical knowledge of designing projects based on cross-sector collaboration. • To develop competencies in negotiation, communication, and partnership management. • To prepare students to independently design partnership strategies that support the development of cultural institutions and the implementation of artistic, educational, and community-based initiatives.						

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 methods of partnership building for both Polish and international arts and cultural institutions, with a focus on practical applications in managerial activity.	[SW1] oral statement/ conversation/discussion
	[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 field of partnership building for cultural institutions.	[SK1] oral statement/conversation/ discussion
	[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 partnership building for cultural institutions, with a focus on practical applications in managerial activity.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[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 partnership building for cultural institutions, presenting, evaluating, and discussing various viewpoints.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
Subject contents	Building Partnerships for Cultural Institutions is a practice-oriented course focusing on the creation, development, and maintenance of partnerships with public, civil society, business, and international partners. Drawing on case studies from Polish cultural institutions and the lecturer's professional experience, students will learn how to identify potential partners, design mutually beneficial collaborations, secure sponsorship and external funding, and build sustainable networks around artistic and community-based initiatives. Particular attention will be given to cross-sector partnerships, collaboration with local governments, non-governmental organizations, and businesses, as well as the role of partnerships in strengthening cultural institutions, expanding audience engagement, and enhancing the social impact of cultural activities.		
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
	independent study of the required course literature	51.0%	10.0%
	development and implementation of a Corporate Social Responsibility (CSR) proposal for a business partner	51.0%	70.0%
	active participation in classes	51.0%	20.0%
Recommended reading	Basic literature	- Iwona Wilk, <i>Marketing partnerski w kulturze. Współpraca instytucji kultury z otoczeniem</i> - Krzysztof M. Mazurek, <i>Marketing w kulturze. Między teorią a praktyką</i> - Łukasz Gawęł, <i>Zarządzanie strategiczne w kulturze</i>	
	Supplementary literature	-	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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