

Management of art organizations (EM054M2K)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Management of art organizations :5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Management
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

Odile PAULUS

Lecturers

Instructor	Population	Email
Odile PAULUS	Population	odile.paulus@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This course aims to understand how to implement management tools in the arts and cultural sector

Educational organisation

In class

Lectures

Presentations

In groups

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Assignments

Specific projects / case studies

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** how an artistic intervention can raise managerial abilities
- **Discuss** arguments for and against public support for an art organization
- **Defend** an evaluation for an art project aware of its limits
- **Employ** strategic tools and concepts to art organizations

Outline

1. Public subsidies for the arts
2. Strategy of artistic organizations
3. Art and human resource management
4. Artists as entrepreneurs
4. Evaluation

Prerequisites

Key concepts to understand :

none

Teaching material

Documents in all formats

- Case studies

Recommended reading

Major works :

JOHNSON, SCHOLLES, WHITTINGTON, Exploring Corporate Strategy, Prentice Hall

GREFFE, Arts et artistes au miroir de l'économie, Economica, 2002

MITCHELL R.K., AGLE B.R., WOOD D.J., Toward a theory of stakeholder identification and salience: defining the principle of who and what really counts, Academy of management Review, 1997, vol 22, p.853 -886.

Further reading :

Research works by EM Strasbourg :

Paulus O., "Measuring Museum Performance: A Case Study of French and American Art Museums - a model to analyze possible tools", International Journal of Arts Management, 2003.

Paulus O., La dépendance des entreprises de contenu à l'égard de leurs ressources : le cas des organisations artistiques, in Greffe X., Sonnac N., Culture Web, Dalloz, 2008.

Paulus O., "Museums, serigraphies or unique masterpieces? Do American Art museums assert a differentiation in their mission statement?", International Journal of Arts Management, vol. 13, n° 1, automne 2010.

Paulus O., Le chemin entrepreneurial suivi par un artiste, WORKSHOP ENTREPRENEURIAT DANS LES INDUSTRIES CULTURELLES ET CRÉATIVES
Dijon, 2018.

Assessment

Intermediate evaluation / continuous assessment 1 : last session

written / in group / English / weighting : 33%

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Intermediate evaluation / continuous assessment 2 : last session

oral (30 min) / individual / English / weighting : 33%

This evaluation serves to measure LO1.1, LO1.2, LO1.3, LO2.1, LO2.2, LO2.3

Intermediate evaluation / continuous assessment 3 :

written / individual / English / weighting : 33%

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.