LP917-15 Managing Cultural Organisations

21/22

Department
SCAPVC - Centre for Cultural and Media Policy Studies
Level
Taught Postgraduate Level
Module leader
Vishalakshi Roy
Credit value
15
Module duration
10 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This module is designed for students who are interested in pursuing positions as senior managers of cultural organisations. Throughout the module you will deepen your understanding of strategic planning and management and develop your professional skills with practical reference to cultural organisations. This will include an in depth consideration of management theory and practice including the vision, organisational structure, day-to -day operation, financial management, and governance of cultural organisations. Your learning will lead to the production of a realistic business plan for a new or existing organisation or cultural project.

Module aims

To reflect critically upon the significance of strategic planning and management within cultural organisations.
To develop appropriate skills to enable students to undertake strategic planning and management activities in cultural organisations.
To evaluate the strengths and weaknesses of differing financial sources for cultural organisations.
To develop an understanding of financial data for management purposes.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Part 1: Understanding Cultural Organisations
Cultural organisations – an introduction
Legal entities and Governance
Organisation culture and structure

Part 2: Strategic planning and management
Vision, mission and values
Situation analysis
Organisation Visit
Budgeting and sources of income
Evaluation and analysis

Learning outcomes

By the end of the module, students should be able to:

- Understand management structures and roles prevalent in cultural organisations and the role of governance
- Understand the purpose and audience of a business plan
- Work collaboratively with others in presentations
- Understand the principles of how to resources a business plan and compile a budget
- Present material in written reports using appropriate professional language and presentation
- Evaluate the relative importance of the various sources of income for cultural organisation

Indicative reading list

Stevenson, D. (Ed.). (2018). Managing Organisational Success in the Arts. Routledge.
DeVereaux, C. (2018). Arts and Cultural Management: Sense and Sensibilities in the State of the Field. Routledge.
Varbanova, L. (2013). Strategic management in the arts. Routledge.
Gander, J. (2017). Strategic analysis: a creative and cultural industries perspective. Taylor & Francis.
Dyson.J.R (2010) Accounting for non-accounting students, Financial Times Prentice Hall, 2010. 8th ed.
Lawrie, A. (2006): The Complete Guide to Business and Strategic Planning (Directory of Social Change)

Research element

Case studies of cultural organisations

Subject specific skills

Understanding of management structures and roles prevalent in cultural organisations and the role of governance. Evaluation of the relative importance of the various sources of income for cultural organisation.

Transferable skills

Understanding the purpose and audience of a business plan and the principles of how to resources a business plan and compile a budget.
Presentation of material in written reports using appropriate professional language and presentation.
Working collaboratively with others in presentation

Study

Study time

Type	Required
Seminars	9 sessions of 3 hours (18%)
Practical classes	1 session of 2 hours (1%)
External visits	1 session of 1 hour (1%)
Private study	120 hours (80%)
Total	150 hours

Private study description

desk based research

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time
2000 word Essay	70%	
Presentation	30%	

Feedback on assessment

Uploaded to Tabula

Availability

Courses

This module is Optional for:

- Year 1 of TLPS-W4PQ Postgraduate Taught Arts, Enterprise and Development
- Year 1 of TTHS-W4PQ Postgraduate Taught Arts, Enterprise and Development
- Year 1 of TLPS-W4P4 Postgraduate Taught Creative and Media Enterprises
- Year 1 of TTHS-W4P4 Postgraduate Taught Creative and Media Enterprises
- Year 1 of TLPS-W4PG Postgraduate Taught Global Media and Communication
- Year 1 of TTHS-W4PG Postgraduate Taught Global Media and Communication
- Year 1 of TLPS-W4PM Postgraduate Taught International Cultural Policy and Management
- Year 1 of TTHS-W4PM Postgraduate Taught International Cultural Policy and Management