

Course Description

University: Matej Bel University in Banská Bystrica	
Faculty: The Faculty of Economics	
Code: E_2_KKvRR	Course name: Creativity and Culture in Regional Development
Type, extent and method of instruction: Form of instruction: Seminar Course type: C (A - Compulsory courses, B - Compulsory elective courses, C - Elective courses) Recommended number of periods: 26s Method of study: combined	
Number of credits: 4	
Recommended semester/trimester: 1., 3.	
Level: II.	
Prerequisites:	
Course completion conditions: The maximum number of points obtained for the interim and final evaluation is 100. It corresponds to the classification scale of the evaluation. Credits will be awarded to a student who has obtained following the requirements at least 65 of 100 points. a) continuous assessment: elaboration of the assignment and research during the semester: 0-50 points b) final assessment: seminar work and its presentation using activating forms of teaching: 0-50 points	
Learning objectives: Student after successful completion of the course: 1. understands and actively uses terminology and knowledge of culture and creative industries 2. applies theoretical knowledge in solving specific problems of the development of culture and cultural institutions in the territory 3. assesses the issue in its current context and in the context of trends connected with the development of society 4. identifies problems in the development of culture and creativity in the territory and suggests solutions based on current trends 5. will create a separate professional-research seminar work	
Brief outline of the course: Definition of basic terms. Culture, creativity and economy. Creative economy. The role of culture in the national economy. Culture and creativity in regional development. Funding of culture. Management of Culture. Culture development planning. Marketing of Culture and territory branding. Culture and creativity in the context of sustainable, intelligent and resilient development of cities and regions. UNESCO – culture and creativity in regional and local development. Case studies – creativity in local and regional development. Case studies - culture in local and regional development.	
Recommended literature: 1. Vaňová, A. a kol. Kreativne odvetvia ako zdroj nehmotných aktív v kontexte inteligentného rozvoja a inovácií / Anna Vaňová ... [et al.] ; rec. Ľudmila Nagyová, Beáta Meričková. - 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2016. - 141 s. [6,31 AH]. - ISBN 978-80-557-1173-7	

2. Vaňová, A. Trendy v rozvoji miest. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2021. - 202 s. [6,84 AH]. - ISBN 978-80-557-1884-2
3. Vaňová, A. Marketingové stratégie rozvoja územia. 1. vyd. - Banská Bystrica : Vydavateľstvo Univerzity Mateja Bela - Belianum, 2020. - 136 s. [10,47 AH]. - ISBN 978-80-557-1783-8
4. Breton, Albert. (1982). Introduction to an economics of culture. In UNESCO, Cultural industries: A challenge for the future of culture (pp. 40-50). Paris: UNESCO.
5. Edgar Andrew, Sedgwick Peter, Cultural Theory: The Key Concepts. 2nd edition. NYC Routledge. 2007
6. Scott Allen, The Cultural Economy of Cities, Sage, 2001
7. Steinert Heinz, Culture Industry, Cambridge: Polity Press, 2003

Language of instruction:

Slovak

Notes:student time load:

120 hours, within that:

Combined form: Lecture, Seminar, Consultation: 26

self-study: 70

active preparation for seminars: 24

Course assessment

The final number of assessed students: 6

A	B	C	D	E	FX(0)	FX(1)
100.0	0.0	0.0	0.0	0.0	0.0	0.0

Instructor: Ing. Katarína Sýkorová, PhD., doc. Ing. Anna Vaňová, PhD., doc. Ing. Katarína Vitálišová, PhD., doc. Ing. Kamila Borseková, PhD.

Last changed: 28.10.2022

Approved by: prof. Ing. Zdenka Musová, PhD.