Universidad de los Andes | School of Management — Leadership for Life
Colombia

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# MANAGING CULTURAL AND CREATIVE INDUSTRIES FOR SUSTAINABLE DEVELOPMENT

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LINK UNIVERSITY CAMPUS

| June 6 – June 17 | Monday - Friday (6:30 am – 9:30 am) | ONLINE - AM |

## DESCRIPTION

The role of culture for sustainable development has increasingly entered the debate on sustainability, bringing attention to the role of specific cultural and creative industries' subsectors (Duxbury, Kangas & De Beukelaer, 2017) or as a transversal topic in the sustainability discourse (Soini and Dessein, 2016; UN, 2015). Within this debate, the approaches have been varied, focusing on CCIs-Cultural and Creative Industries' capacity to contribute to well-being, education, innovation, as well as regeneration and territorial development (He & Gebhardt, 2014), but also questioning the sustainable practices inside the cultural and creative sector (Kačerauskas, Streimikiene, and Bartkute, 2021; Joy and Peña, 2017; Macchion et al., 2018).

The course "Managing cultural and creative industries for sustainable development" stems from this global discussion and, starting from the most current topics emerging in the theoretical and

professional debate, aims to help the students develop their critical perspective on the topic and use their knowledge in their managerial practice in the cultural and creative industries. The course is designed to provide the students with in-depth knowledge of both the theoretical debate and real case-studies on these topics, using a managerial perspective in their critical analysis.

The programme focuses on two complementary perspectives:

- Cultural and creative industries for sustainable development

  The first part of the course will focus on the debate on culture and creativity in relation to the four dimensions of sustainability (social, economic, environmental and cultural), and in addressing the current debate of culture AS sustainability. After a first introductory lesson, the following lessons will attempt to provide a managerial perspective on how culture and creativity can contribute to the sustainable development goals, in particular to SDG 3 (Good health and Well-being), SDG 4 (Quality Education), 9 (Industry, Innovation and Infrastructure) and 11 (Sustainable Cities and Communities).

- Social, economic and environmental sustainability in cultural and creative industries

  Are cultural and creative industries sustainable? this part of the course attempts to provide an answer to this topic by highlighting the challenges cultural and creative industries are facing when attempting to reach social, economic and environmental sustainability objectives. By means of international case studies the lessons will stimulate analytical approaches to the topic and trigger discussion on the potential of digitization and new technologies and innovative financing (e.g. crowdfunding) in terms of management for sustainability.

  The course will be highly interactive, the students will be invited to express their opinion, bring examples related to the topics of the course and present their critical analysis in group works and presentations.

  Moreover, a one-hour seminar with an expert with relevant international experience in digitization for cultural and creative industries (Dr. Luca Rossato – DIAPREM Center of the University of Ferrara – Italy) will be included in the framework on the lesson on digital technologies and cultural and creative industries.

## OBJECTIVES

The aim of the course is to help the student achieve the following objectives:

- To reflect on the meanings and implications of interpreting culture as a fourth pillar in the sustainable development paradigm
- To recognize how culture and creativity can contribute to the sustainable development goals, in particular to SDG 3 (Good health and Well-being), SDG 4 (Quality Education), 9 (Industry, Innovation and Infrastructure) and 11 (Sustainable Cities and Communities)
- To understand what is needed in terms of managerial practices and governance systems to trigger the impact of cultural and creative industries on sustainability

- To develop an analytical approach in analysing sustainable practices in the cultural and creative sector
- To develop critical thinking in addressing cultural and creative management under a sustainability perspective
- To be able to critically apply best practices of cultural and creative management for sustainability in other contexts and real-life situations

## METHODOLOGY

The course is based on a blending of lectures, in-class discussions and group works. During the lessons the students will be required to actively participate in the discussions, moderated by the lecturer.

During group works and presentations, students will be asked also to discuss the presentations of their colleagues. A seminar by an external lecturer (expert in the topic of digitization) is scheduled in lesson 7.

## EVALUATION

- Pre-class assignment: 10%

  Some preliminary reading (in the form of academic papers) will be forwarded to the students at least two weeks before the beginning of the lessons. They will be the basis for introducing the main topics of the course and stimulating discussions during the lessons.

- Class Participation: 30%

  The participation of the students during the lessons is considered essential; this implies interaction with the lecturer as well as participation in proposed activities during the course.

- Group works: 60% (20% for the first group work and 40% for the second group work)

  Two group works are scheduled during the course, one in lesson 3 (corresponding to 20% of the total mark of the course) and one in lesson 10 (corresponding to 20% of the total mark of the course)

The evaluation system can be subject to changes.

## PRE-REQUISITES

Students should have a basic knowledge of the following topics:

- Management and business administration
- Cultural and creative industries
- Sustainable development

If a student doesn't have a basic knowledge of one or more of this topics, he/she is kindly asked to contact the lecturer who will suggest some preliminary and preparatory readings related to the specific topics.

Given the uncertainty related to Covid-19, the time schedule and delivery mode of the courses can be subject to changes according to government and institutional regulations.