

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF INTERNATIONAL ECONOMIC RELATIONS**

---

---

**ACCEPTED BY:**

**Rector:**

**( Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “ECONOMY OF CULTURE”;**

**DEGREE PROGRAMME: „Accounting“; BACHELOR’S DEGREE**

**YEAR OF STUDY: 2; SEMESTER: 4;**

**TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.**

**CREDITS: 6**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
CURRICULAR: incl.		
• LECTURES	30	2
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1. ....  
(Assoc. Prof. Dr. Vesselina Dimitrova)

2. ....  
(Chief Assist. Dr. Petyo Boshnakov)

Head of department: .....  
„International economic relations” (Assoc. Prof. Dr. Georgi Marinov)

## **I. ANNOTATION**

*The global economy is changing very fast. In the same time the culture is playing an important role with not only artistic mobility and training, but also with social ideas and economical goals. The cultural context of economics is a system of thoughts for the increasing of employment (especially for the young people) and sustainable contribution to the European and worldwide GDP. These strategic guidelines of the economy of culture are called upon the engagement of the policy makers and the training of the cultural managers.*

*The present curricula lay emphasis upon the specific aspects of the economy of culture in EU-28: awareness of the business dimensions, innovative potential of the cultural and creative industries, enhancement of the social cohesion, financial attractiveness of territories etc.*

## **II. THEMATIC CONTENT**

No. no ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	<b>TOPIC 1 ECONOMY OF CULTURE-SPECIFIC DIMENSIONS</b>	3	3	
1.1.	Political dimension			
1.2.	Economic and social dimensions			
1.3.	Integration dimension			
1.4.	Territorial dimension			
	<b>TOPIC 2 CONTRIBUTION OF THE ECONOMY OF CULTURE TO ECONOMIC GROWTH</b>	3	3	
2.1.	Cultural consumption of goods and services			
2.2.	Employment in culture			
2.3.	Turnover of the cultural sector			
2.4.	Value added of culture			
	<b>TOPIC 3 COMPETITIVENESS OF THE ECONOMY OF CULTURE</b>	3	3	
3.1.	Innovations in culture			
3.2.	Education through culture			
3.3.	Industrial and non- industrial cultural sectors			
	<b>TOPIC 4 CULTURAL CAPITAL</b>	3	3	
4.1.	Investments in culture			
4.2.	Industrial and non- industrial cultural sectors			
4.3.	Public funds and PPP in culture			
	<b>TOPIC 5 STATISTIC APPROACH TO THE ECONOMY OF CULTURE</b>	3	3	
5.1.	UNESCO statistics			
5.2.	OECD statistics			
5.3.	WIPO statistics			
5.4.	EC statistics			
	<b>TOPIC 6 SRATEGIC APPROACH TO THE ECONOMY OF CULTURE</b>	3	3	
6.1.	Lisbon strategy			
6.2.	Europe 2020 strategy			
6.3.	Creative Europe			
	<b>TOPIC 7 CULTURE AS ENGINE FOR REGIONAL DEVELOPMENT</b>	3	3	
7.1.	Culture and tourism			
7.2.	Culture and historical patrimony			
7.3.	Creative cultural clusters			

7.4	Trade policy for cultural industries			
	<b>TOPIC 8 ECONOMIC IMPACT OF THE PERFORMING ARTS</b>	3	3	
8.1.	Economic role of festivals			
8.2.	Economic role of cultural patrimony			
8.3	Economic role of trade and tourism fairs			
	<b>TOPIC 9 EUROPEAN CAPITAL OF CULTURE EVENT AND ITS ECONOMIC CONTRIBUTION</b>	3	3	
9.1.	European dimension			
9.2.	Citizens dimension			
9.3.	Economic effects			
	<b>TOPIC 10 TRENDS IN THE ECONOMY OF CULTURE</b>	3	3	
10.1	Digitalization of the culture			
10.2.	Culture and sustainability			
10.3.	Future cultural policy recommendations			
	<b>Total:</b>	<b>30</b>	<b>30</b>	

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extracurricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project work – on a predefined theme	<b>1</b>	<b>50</b>
1.2.	Test (mixed type questions)	<b>1</b>	<b>30</b>
	<b>Total midterm control:</b>	<b>2</b>	<b>80</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>40</b>
	<b>Total final term control:</b>	<b>1</b>	<b>40</b>
	<b>Total for all types of control:</b>	<b>3</b>	<b>120</b>

### IV. LITERATURE

#### REQUIRED (BASIC) LITERATURE:

1. European Commission, The Economy of culture in Europe, KEA European affairs, 2009
2. European Commission, The Impact of culture on creativity, KEA European affairs, 2009
3. European commission, Platform on the Potential of cultural and creative industries- Recommendations, KEA European affairs, 2011
4. European Commission, Use of Structural funds for cultural projects, KEA European affairs, 2012

#### RECOMMENDED (ADDITIONAL) LITERATURE:

1. Heilbrun, J., Grey C.M., The economics of arts and culture: an American perspective, Cambridge University Press, 2001
2. Throsby, D. Economics and Culture, Cambridge University Press, 2001
3. UNEECC Forum, Inclusion through education and culture, Fourth Annual Conference of the UNEECC Forum: proceedings with guest editor László I. Komlósi, University of Pécs, 2011