



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMV12, Introduction to Culture and Creativity Management, 7.5 credits**

*Introduktion till kulturella och kreativa näringar, 7,5 högskolepoäng*  
**Second Cycle / Avancerad nivå**

---

### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2019-03-29 and was last revised on 2022-12-14. The revised syllabus applies from 2023-09-27, autumn semester 2023.

### **General Information**

The course is included in the first semester of the Master of Science (120 credits) programme in Service Management (SASMA) and is the first course specific to the specialisation in Culture and Creativity Management.

The course is offered as a freestanding course and as an elective course in the Master's programme in Service Management (SASMA), 180 credits, for the other specialisations.

*Language of instruction:* English

*Main field of studies*

Service Management

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

For a Pass on the course, the students shall be able to

#### **Knowledge and understanding**

- account for key ideas concerning the concepts of cultural and creative industries and NGOs
- account for different key theoretical perspectives on cultural, creative and NGO activities and for differences between these perspectives

### Competence and skills

- demonstrate the ability to independently write a literature survey related to the field of the course
- demonstrate the ability to formulate an issue of interest to them in the field of the course, identify a research area of relevance to the issue and formulate a research question.

### Judgement and approach

- make analytical and critical reflections based on key concepts and theoretical perspectives presented in the course
- make critical and independent assessments by referring to and take a position on theories and arguments in relevant research areas

### Course content

The course provides students with an introduction to the field of cultural and creative industries and NGOs from a historical and theoretical perspective. Theoretical key concepts related to production and consumption, and the organisation, management and governance of the sector are introduced.

The **first component** focuses on key concepts and practices in the field of the course.

The **second component** consists of work in pairs on an issue of theoretical and practical relevance to the field for the course.

### Course design

The teaching consists of lectures, literature studies, seminars and study visits.

Compulsory participation is required in seminars, guest lectures and study visits. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

### Assessment

The assessment of Component 1 (1901) is based on an individual take-home exam.

The assessment of Component 2 (1902) is based on an assignment written in pairs.

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit in the same year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E, the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Module code 1902 is exempted from the grading scale above. The grades awarded for this component are Pass or Fail.

For the grade of Pass on the whole course, the student must have been awarded at least the grade of E for module code 1901 and a grade of Pass for module code 1902.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

## Entry requirements

Bachelor's degree comprising at least 180 credits (equivalent to a Swedish bachelor's degree), containing at least 90 credits in social sciences, business administration or the field of cultural sciences.

Oral and written proficiency in English corresponding to English 6/B from Swedish upper secondary school is a requirement. International qualifications will be assessed in accordance with national guidelines.

## Subcourses in SMMV12, Introduction to Culture and Creativity Management

Applies from H19

- 1901 Individual Written Home Exam, 5,0 hp  
Grading scale: Fail, E, D, C, B, A
- 1902 Individual Assignment, 2,5 hp  
Grading scale: Fail, Pass