

**COURSE DATA****DATA SUBJECT**

Code: 46823
Name: La profesión del gestor cultural y las políticas culturales
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2270 - Master's Degree in Cultural Management	Facultat de Ciències Socials	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2270 - Master's Degree in Cultural Management	La profesión del gestor cultural y las políticas culturales	COMPULSORY

COORDINATION**SUMMARY**

Operational management models will be studied in the cultural plurality in the democratic society of the 21st century, as well as professional, social and political aspects in the process of globalization, as well as the implementation of technological transformation in cultural management and therefore in the professionals who carry it out. The subject will deal with the definition of culture as an operational framework in services of assistance to cultural resources, ways of developing cultural policies and their conditioning of the modes of intervention of the cultural manager in today's modern societies, including technology.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Sociology of culture and cultural practices
Applied legislation
Evaluation and quality systems and budget management



COMPETENCES / LEARNING OUTCOMES

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Collaborate effectively in work teams, assuming responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to designing, developing and implementing solutions that address social demands, taking the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical reasoning within the field of study, considering aspects such as professional ethics, moral values and the social implications of the different activities carried out.

Have the necessary skills to lead cultural management projects.

Have the necessary skills to plan comprehensive cultural management projects.

Know how to design a professional cultural management project or a research project applied to the cultural management sector.

Know how to lead multidisciplinary teams working on cultural management projects in organisations and institutions.

Know how to structure a strategic plan for a cultural organisation or institution.

Know the different keys to cultural policy at local, regional, national and European levels.

Know the different organisational models and structures present in cultural management, and the systems and techniques to optimise them.

Know the perspective of the sociology of culture.

Master the management tools to develop projects that give meaning and value to a particular heritage asset.

DESCRIPTION OF CONTENTS

1. An operational definition of culture

2.



3. Professional, social and political aspects in the process of globalization

4. Cultural plurality in democratic society

5. Ethical training of cultural managers: deontology and social intervention from the areas of culture in the service to society

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	24,00
Group work	6,00
Total hours	30,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	47,00
Individual or group project	33,00
Independent study and work	0,00
Preparation of lessons	15,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	95,00

TEACHING METHODOLOGY

- Participatory lectures.
- Resolution of practical cases.
- Development of projects.
- Discussion of materials prepared by the student(s).

EVALUATION

Group work

- Analysis of professional activities in the field of cultural management, from the point of view of the



application or not of the

principles that govern current cultural policy (participation, respect for cultural diversity, sustainability, etc.)
- Active participation in classes will be valued and the knowledge acquired will be assessed in a theoretical-practical final test.

ALTERNATIVE EVALUATION (only for authorized students) and RECOVERY:

- Written work where a cultural activity will be analyzed from the point of view of the application or not of the principles that govern current cultural policy (participation, respect for cultural diversity, sustainability, etc.) RECOVERY will consist of taking a test determined by the teacher. Students may attend the recovery events for the subject, in order to IMPROVE THEIR FINAL GRADE. However, the grade obtained in the retake exams may lead to an upward or downward change in the final grade. Students must inform the teacher of their intention to take the retake exam scheduled for the retake exam, in order to improve their final grade. Students who are exempt must take a final written test that will cover all the syllabus of the subject.

REFERENCES

- Ben Andrés, Luis (2014), "Políticas culturales". En: Manual Atalaya de apoyo a la gestión cultural, Universidad de Cádiz. Calle, Román de la, Memoria y desmemoria del MuVIM : política cultural, museo y patrimonio inmaterial Coelho, Teixeira, Diccionario crítico de política cultural: cultura e imaginario Dorst, K, The core of `design thinking¿ and its application. Design Studies. Manzini, E., & Coad, R., Design, when everybody designs: An introduction to design for social innovation. The MIT. ONU (1948), La Declaración Universal de los Derechos Humanos. Roselló i Cerezuela, David, Diseño y evaluación de proyectos culturales : de la idea a la acción. Rowe, P.G, Design thinking. MIT. UNESCO (2001), Declaración Universal sobre la Diversidad Cultural. Vidal-Beneyto, José, "Hacia una fundamentación teórica de la política cultural". REIS: Revista Española de Investigaciones Sociológicas nº16, 123-134