



Faculty of Arts and Social Sciences

Programme Study Plan

Culture, Policy and Management Programme

Programme Code:	HGKVP
Programme Title:	Culture, Policy and Management Programme
ECTS Credits:	180
Programme Approval:	The Programme Study Plan was approved by the Faculty Board of Arts and Social Sciences on 7 Feb. 2019 and is effective from the autumn semester of 2019.
Language of Instruction:	Swedish and English
Degree Level:	Bachelor's
Degree Type:	General
Prerequisites:	General entry requirements plus either: – field-specific eligibility A6c (Civics 1b or 1a1 + 1a2 and History 1b or 1a1 + 1a2), or – field-specific eligibility 6c (upper secondary school level English B, Civics A and History A).

General Information

The Culture, Policy and Management Programme (180 ECTS cr.) is a three-year programme leading to a Bachelor of Arts Degree with a major in cultural studies. The programme has an emphasis on cultural politics and its consequences for different areas of activity, for example, the management of our cultural heritage and contemporary cultural production, privately or publicly funded. The programme prepares students for tasks involving initiating, planning and evaluating cultural projects at municipal, regional, and national levels, concerning publicly funded, independent and commercialised projects. The cultural sector is a dynamic part of the employment market with a considerable demand for people qualified to work with event management, cultural politics, investigation projects in the cultural sphere, project management, cultural production, cultural coordination, cultural development, cultural administration, cultural management, as well as entrepreneurship for experiences of culture and culture as a creative industry. Depending on the chosen specialisation during semesters three and four, the programme may also provide the foundation for jobs such as museum curator, exhibition curator, art gallery director, art and cultural heritage manager, as well as developer and project manager in the areas of art and cultural heritage.

The programme is designed for school-leavers as well as for university students who have studied for a while. The programme offers a professional future in the cultural sector to students who have studied arts or social sciences subjects such as comparative literature, film studies, gender studies, art history, art and visual arts studies, media and communication studies, intercultural communication, history of ideas, history, archive studies, archaeology, sociology, ethnology, human geography, political science or equivalent.

Programme Aims

The learning outcomes of the programme comprise the national outcomes that have to be fulfilled to be awarded a Bachelor's degree indicated in the Higher Education Act and Higher Education Ordinance, as well as the local outcomes for the Culture, Policy and Management Programme at Karlstad University.

National outcomes

The following national outcomes are stipulated by the Higher Education Act (SFS 2006:173, Ch. 1, Sec. 8):

First-cycle courses and study programmes should develop students':

- ability to make independent and critical assessments,
- ability to identify, formulate and solve problems independently, and
- preparedness to deal with changes in working life.

In addition to knowledge and skills in their field of study, students should develop the ability to:

- gather and interpret information at a scholarly level,
- stay abreast of the development of knowledge, and
- communicate their knowledge to others, including those who lack specialist knowledge in the field.

The following national outcomes have to be fulfilled to be awarded a Bachelor's degree, as stipulated in the Higher Education Ordinance (SFS 2006:1053):

Knowledge and understanding

For a Bachelor's degree, students shall:

- demonstrate knowledge and understanding in the main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methodologies in the field, specialised study in some aspect of the field as well as awareness of current research issues.

Competence and skills

For a Bachelor's degree, students shall:

- demonstrate the ability to search for, gather, evaluate and critically interpret the relevant information for a formulated problem and also discuss phenomena, issues and situations critically,
- demonstrate the ability to identify, formulate and solve problems independently and to complete tasks within predetermined time frames,
- demonstrate the ability to present and discuss information, problems and solutions in speech and writing and in dialogue with different audiences, and
- demonstrate the skills required to work independently in the main field of study.

Judgement and approach

For a Bachelor's degree, students shall:

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues,
- demonstrate insight into the role of knowledge in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the need for further knowledge and ongoing development.

Independent project (degree project)

A requirement for the award of a Degree of Bachelor is completion by the student of an independent project (degree project) for at least 15 ECTS credits in the main field of study.

Local outcomes for the Culture, Policy and Management Programme at Karlstad University

For a Bachelor's degree, students shall:

- demonstrate knowledge and understanding of cultural politics, of the theory and practice of the cultural system, of cultural expressions, and of the conditions for cultural production in privately and publicly funded projects,
- demonstrate ability to initiate, plan, implement and evaluate cultural projects and activities in cooperation with other actors, such as museums, archives, cultural associations, and municipal and regional organisations,
- demonstrate ability to evaluate and critically approach central cultural studies and cultural policy issues such as gender, diversity and accessibility.

Programme Structure

The programme combines theoretical and practical components. Instruction takes the form of lectures, seminars and projects alternating with guest lectures by field practitioners and practical work on cultural projects. The programme also includes excursions and study visits as well as practical placements in the cultural sector. Unique programme components are the links to current cultural politics, the participation of practitioners in the field, and concrete case projects conducted in close collaboration with different actors such as cultural organisations, cultural associations, cultural institutions like museums and archives, as well as municipal and regional public sector cultural units. Some of the required modules are taught in English and several modules offer different forms of project analysis with individual specialisations, which can be added to a student's individual portfolio. For Semesters 3 and 4 students choose a specialisation of 60 ECTS credits in the area of history, history of ideas, art history and visual studies or political science. The opportunity to choose a specialisation allows students to further profile their qualifications, as does the opportunity to study abroad in Semester 4, via the university's exchange agreements with universities in countries such as India, Kenya, the United Kingdom, South Africa, Germany or the United States. The programme concludes with a mandatory internship of 15 ECTS credits in the cultural sector. The internship may also be completed abroad.

Assessment is based on individually-assessed written and oral presentations, such as take-home exams, group reports, hand-in assignments, case projects, and independent academic work. Content and learning outcomes are progressively specialised. Graduates can move on to master-level and doctoral studies.

Programme Curriculum

Note that the names of the courses included in the programme and the order in which they are offered are subject to change. Some courses are given in English. The programme includes the following courses:

Semester 1:

This semester comprises introductory courses aimed at the theory and practice of cultural systems as regards cultural heritage and contemporary culture, as well as the importance of diversity and globalisation for the conditions and expressions of culture.

- *Introduction to Cultural Policy (7.5 ECTS cr.)*
The emergence of cultural politics with a focus on the Swedish context and current

theories of cultural politics are treated. The course includes guest lectures by academics with expertise in cultural politics.

- *The Practice of Cultural Policy (7.5 ECTS cr.)*
The cultural political system is introduced with a focus on the practice in the field and the cultural activities governed by cultural politics. The course includes study visits at cultural institutions as well as guest lectures by practitioners in diverse cultural areas.
- *Cultural Heritage (7.5 ECTS cr.)*
The emphasis on cultural heritage in current cultural politics and the importance of cultural heritage for the conditions, areas of activity and expression of contemporary culture are treated. The course focuses on the use of cultural heritage in publicly-financed cultural activities.
- *Culture and Globalisation (7.5 ECTS cr.)*
The course provides an overview of main theories of globalisation processes and these theories are also related to global cultural processes, cultural changes and contemporary cultural expressions. The course further introduces academic discourses about multiculturalism, diversity and intercultural perspectives and also treats their relation to current cultural political debates.

Semester 2:

This semester comprises courses with widening perspectives to include the production, distribution and consumption of culture. The semester concludes with an introduction to cultural studies methods and a minor independent project.

- *The Conditions of Cultural Production (15 ECTS cr.)*
The course treats the conditions of cultural production regarding the commercialisation of culture and the nature of cultural business. The conditions are treated against the backdrop of discussions on the development of cultural politics, the cultural system, cultural consumption behaviour, and the financing of culture.
- *Cultural Studies Methods I (7.5 ECTS cr.)*
Cultural studies methods and theoretical approaches to the analysis of the conditions of contemporary culture, fields of activity and expression are introduced.
- *Independent Project I: Cultural Studies (7.5 ECTS cr.)*
Students carry out a minor independent project, analysing the expressions, fields of activity and conditions of contemporary culture on the basis of current cultural politics.

Semester 3:

Students choose a specialisation by selecting one of the following courses:

History I (30 ECTS cr.)

The course aims to provide general historical knowledge about political, cultural, economic and social conditions and changes. Students should acquire knowledge about the different factors that have influenced people's situations historically, as well as regards their livelihoods and their roles as citizens. The course also lays a foundation in

the source critical method and in the ability to structure facts into explanatory historical descriptions.

History of Ideas I (30 ECTS cr.)

The course provides an introduction to the history of human thought from antiquity until our present time. In relation to societal development, central ideas in philosophy, science, politics, art and religion of particularly Western cultures are problematised, but aspects of other cultural spheres are also treated. The ideas range from the origin of the universe, the organisation of society, visions of the future, the possibilities of knowledge and psychological drives to how our self-understanding influence our relationship with nature and other people. Recurrent topics include: individual–society, body–soul, emotion–intellect, belief–knowledge, culture–nature, time–space, male–female, human–machine, art–science, and ethics–politics.

Art History and Visual Studies I (30 ECTS cr.)

The course provides an introduction to the theory and methods of art history and visual studies, as well as a historical overview of art, visual art, architecture and design during different periods. Art and visual cultures, built and designed environments, as well as the design of industrially-manufactured artefacts are studied against the backdrop of aesthetic, technological, social and political changes. The course further treats the spread of mass media images, the role played by graphic, photographic and digital technologies in visualisation and artistic expression and includes theory-based reflection and discussion of concepts such as modernity, modernism, postmodernism and contemporary art.

Political Science A (30 ECTS cr.)

Our conceptions of politics and the resulting actions shape our world. The course provides a foundation for understanding and analysing politics from the perspective of political science. Basic concepts such as politics, the state, society and citizens are introduced and discussed from the perspective of political philosophy, political theory and ideology. Focusing mainly on Sweden, although comparisons with other countries are included, the constitutional formation of political institutions and processes are studied. The course also considers politics outside of traditional institutions so that politics may be approached and understood from different perspectives, such as participation, deliberation, gender, governance and power.

Semester 4:

During this semester, which may also be completed abroad, students take intermediate courses in their chosen specialisation from Semester 3, i.e. one of the following courses, or equivalent:

History II (30 ECTS cr.)

The aim of the course is to develop students' historical analysis skills in connection to continued problem-oriented exercises, to practise working independently through collecting and processing source material of limited scope in a written report that fulfil the basic requirements of history as an academic discipline, as well as to provide in-depth historical insights founded in basic historical theory. The course provides both

economic-historical and politico-historical perspectives, with the possibility of choosing essay specialisation.

History of Ideas II (30 ECTS cr.)

The course develops knowledge about history of ideas and understanding based on skills-oriented elements concentrating on the critical interpretation of complex texts, both historical sources and current research articles. The first module introduces and problematises the theoretical and methodological traditions of the discipline. The next module has a meta-scientific focus on current theories of science, cultural theories and political theory, all of which is studied in a historical and social context. The third module studies cultures outside of Europe from a global, comparative history of ideas perspective. The final module culminates in a minor independent essay in the history of ideas based on relevant theories, methods and problem formulations, and is defended at a seminar.

Art History and Visual Studies II (30 ECTS cr.)

The course develops and deepens knowledge of art history and visual studies. Through thematic studies students increase their knowledge about art and visual cultures outside of Europe and about the global art world. Students also study theories about selected areas of art, visual culture, architecture and design, including gender and postcolonial perspectives. Art and visual studies methods are also studied and an independent project of 7.5 ECTS credits is completed.

Political Science II (30 ECTS cr.)

That which is traditionally regarded as ‘the political’ is challenged in various ways. Processes like globalisation, Europeanisation, and medialisation bring other demands as regards future career choice. The course focuses on three important societal movements: more focus on regionalism, glocal dependence (today, working in a Swedish municipality requires an international view), as well as societal development in the form of networks. The future labour market is subject to far-reaching change. Theoretical and conceptual tools, as well as ability to place phenomena in larger contexts, are needed to handle this complex situation. The course aims to develop in-depth knowledge about political and social issues, focusing on contemporary processes that influence the possibilities of politics and public administration on multiple levels. The local and regional are viewed from a global perspective.

Semester 5

The focus of this semester is both theoretical and practical. Courses are conducted in close cooperation with cultural practitioners.

- *Communication Planning: Cultural Studies (7.5 ECTS cr.)*
The course treats the theoretical basics of communications planning and its function for cultural organisations, along with the practical planning, completion and evaluation of communication efforts based on organisational goals.
- *Digital Media and Web Publication: Cultural Studies (7.5 ECTS cr.)*
The course provides basic skills in communication via digital media and web publication in cultural contexts. The course also pays attention to the digital dimensions of cultural production and critical reflection on digital communication

as part of the changes brought about by digitalisation that many businesses and other organisations have faced and are still facing.

- *Project Management: Cultural Studies (7.5 ECTS cr.)*
The course provides a basic overview of theories and methods used in managing cultural projects, such as planning, execution and evaluation. The elements treated include project planning, project management, organisation, group dynamics, financing and evaluation. The course involves drawing up and presenting a project plan for a fictional cultural project.
- *Cultural Studies Method II (7.5 ECTS cr.)*
The course provides an in-depth overview of the central methods of cultural studies and of theoretical approaches to analysis of the cultural sector and its conditions, fields of activity and expressions. A basic consideration in the overview of central methods and theories in cultural studies is current cultural politics. The course also includes an overview of current cultural policy research and its methods and theories.

Semester 6:

This semester comprises a more substantial independent project as well as a practical placement at a workplace in the cultural sector.

- *Independent project II: Cultural Studies (15 ECTS cr.)*
The course involves undertaking an independent project including analysis of cultural expressions, fields of activity and conditions and taking current cultural politics into consideration.
- *Practical Placement: Cultural Studies (15 ECTS cr.)*
The course includes a practical placement at a workplace in an area relevant to the Culture, Policy and Management Programme. Students are encouraged to find their own placements, but the university provides assistance and is responsible for obtaining a practical placement. The course is concluded with a report on the placement.

Degree Awarded

Degree of Bachelor of Arts

Major: Cultural Studies

Transfer of Credits

As per Ch. 6 §§ 6–8 of the Higher Education Ordinance students have the right to transfer credits from previously completed university courses, subject to approval.

Additional Information

The local regulations for first and second level education at Karlstad University stipulate the obligations and rights of students and staff.

Earlier versions of this programme plan were approved:

30 Oct. 2014, dnr HS 2014/438, effective from the autumn semester of 2015

8 Dec. 2016, dnr HS 2016/655, effective from the autumn semester of 2017

**Overview: Culture, Policy and Management Programme, 180 ECTS credits
(Major: Cultural Studies):**

Semester 1:

Introduction to Cultural Policy (7.5 ECTS cr.)	The Practice of Cultural Policy (7.5 ECTS cr.)	Cultural Heritage (7.5 ECTS cr.)	Culture and Globalisation (7.5 ECTS cr.)
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Semester 2:

The Conditions of Cultural Production (15 ECTS cr.)	Cultural Studies Methods I (7.5 ECTS cr.)	Independent Project I: Cultural Studies (7.5 ECTS cr.)
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Semester 3: Specialisation I (1–30 ECTS cr.)

Elective specialisation: History of Ideas, Art History and Visual Studies, or Political Science

Semester 4: Specialisation II (31–60 ECTS cr.; same specialisation as above, can be taken abroad)

Same elective specialisation as for semester 3, intermediate level.

Semester 5

Communication Planning: Cultural Studies (7.5 ECTS cr.)	Digital Media and Web Publication: Cultural Studies (7.5 ECTS cr.)	Project Management: Cultural Studies (7.5 ECTS cr.)	Cultural Studies Method II (7.5 ECTS cr.)
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Semester 6

Independent Project II: Cultural Studies (15 ECTS cr.)	Practical Placement: Cultural Studies (15 ECTS cr.)
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