

EUROCOMPETENCE II: CULTURAL PROJECT MANAGEMENT & INTERCULTURAL COMMUNICATION

Practical Information:

Number of ECTS points: 5

Number of Contact Hours: 30 hours

Type of Course: Workshop

Course Code: WSM-IE/MA/EC/8a

Maximum number of students: 16

Prerequisites: Eurocompetence I (Euroculture Programme)

Lecturers: Dr Lucja Piekarska – Duraj

Description: The course will introduce students to general concepts, models and tools of project management and intercultural communication, which will allow them to develop a cultural project from its initial stages, carry out actions within the planning, implementation and evaluation stages and take into account factors such as working culture, communication and interpersonal skills.

Learning Outcomes:

K_U19: has the ability to conceive, design, implement and undertake research using appropriate methodologies

K_K02: has the ability to effectively work individually as well as interact and work in a group, performing different roles in it

K_K01: is aware of the level of his or her own knowledge and skills, understands the need for long-life learning in terms of professional and personal development, can determine the directions of his or her own professional and personal development

K_U10: has the ability to prepare presentations and communicate information, ideas, problems and solutions (in Polish or in language of study programme) individually or in a group

K_K03: can precisely determine his or her own goals, giving them different priorities

K_K05: develop his or her interests through participation in cultural life

K_K07: can apply his or her knowledge and understanding in occupational contexts

Acquiring the basic terminology in the field project management;

Getting acquainted with some basic tools in the field of cultural project management;

Improving capacity to present and defend a project using communication, diplomatic feedback skills;

Managing a simple yet catchy project within the cultural field;

Understanding the importance and roles of teams members, working cultures;
Mapping difficulties and challenges before, during and when closing a project
Increase confidence in initiating projects in the EU environment.

Assessment:

Students will develop a cultural project* throughout the course which will be presented, defended and evaluated at the end of the course.

- 10% PARTICIPATION (INDIVIDUAL)
- 45% PROJECT DELIVERABLES (4) (TEAM)
- 20% FINAL PROJECT (TEAM)
- 25% PROJECT FINAL REPORT (INDIVIDUAL)

* This will be explained during the first class session and it will be the object of a close follow-up throughout the semester. Students will be asked to deliver a **real top-quality project** in a cross-cultural context. Students may use this experience in their student/pre-professional portfolio.

Absences: Students are allowed 1 valid absence. Students who have more than 1 valid absence will be given some compensatory / supplementary assignment related to the *project final Report*.

Course Schedule:

No.	Lecturer	Session Title	Format
1	Lucja Piekarska	I culture, we culture. Defining personal goals in cultural context.	Tutorial/ Workshop
2	Lucja Piekarska	Project. Vision, innovation, outcomes.	Tutorial/ Workshop
3	Lucja Piekarska	European added value & Teamcuilding	Tutorial/ Webinar
4	Lucja Piekarska	Networking. Partnerships, presentation.	Tutorial/ Workshop
5	Lucja Piekarska	Working modes: workshop, creative sessions, mindmapping in team.	Tutorial/ Workshop
6	Lucja Piekarska	CONSOLIDATION – CONTROL POINT & PRESENTATIONS.	Seminar / Coaching session
7	Lucja Piekarska	Heritage and Beyond: democratic museology.	Tutorial/ Workshop
8	Lucja Piekarska	Participation, inclusion, local communities.	Tutorial/ Workshop
9	Lucja Piekarska	Work in progress: project presentations. Evaluation.	Tutorial/ Seminar
10	Lucja Piekarska	Final reports. Consolidation. conclusions	Workshop.

Detailed Description of Sessions:

Session Title 1	I culture, we culture. Defining personal goals in cultural context.
Format	Tutorial/ Workshop
Tutorial / Content	1. 1. Self presentation in speed project dating: who I am? What am I good at? How can you profit from cooperation with me? What I believe in? My middle name is...// what should you definitely know about me. 1.2.Setting the scene. 1.3. What is worth doing? Discussing and defining values.
Workshop/Activity	Tools: Field diary, vision board, automatic writing, projection and metaphors (Dixit). <ul style="list-style-type: none"> Students should start thinking about their team and three (3) potential project proposals that they would like to realize during the semester. – for the next session.
Deliverable	<ul style="list-style-type: none"> No deliverable
Mandatory Readings/preparation	<ul style="list-style-type: none"> None
Suggested Further Readings	<ul style="list-style-type: none"> The Evolution of Project Management. http://www.projectsmart.co.uk/evolution-of-project-management.html

Session Title 2	Project. Vision, innovation, outcomes.
Format	Tutorial/ Workshop
Tutorial / Contents	2.1. What is a project? Vision, needs, resources. Tool: SWOT analysis. 2.2. Presentations of project ideas. Feedback. Evaluation. 2.3. Mindmapping for a project. Launching concepts, developing ideas. 2.4 Planning. Gantt chart and Milestones.
Workshop/Activity	<ul style="list-style-type: none"> Students in teams present their PID and first conception of their projects other teams try to figure out: how many interveners and structures other teams might have to deal with
Deliverable 1	<ul style="list-style-type: none"> Concept/ working abstract.
Mandatory Readings/preparation	<ul style="list-style-type: none"> Mind Tools: Time Management. http://www.mindtools.com/pages/main/newMN_HTE.htm
Suggested Further Readings	

Session Title 3	European added value & teambuilding
Format	Workshop/webinar
Tutorial / Content	Teambuilding. 3.1. The resources to climb Mount Everest (fast resource management: simulation game). 3.2. Volunteers and what to do for/with them (ESN, EvF) 3.4 Story cubes (narrativity for innovation: storytelling in concept development)
Workshop/Activity	Webinar with E-WORDS consortium
Mandatory Readings/preparation	Hansen, R. S. (n.d) Mastering the Art of Teams and Team-Building: 10 Tips for Top-Quality Teamwork. Retrieved from http://www.quintcareers.com/top_quality_teamwork_tips.html
Suggested Further Readings	

Session Title 4.	Networking. Partnerships, presentation.
Format	Tutorial/ Workshop
Tutorial / Content	4.1. Elevator pitch. 4.2. Networking tools. 4.3. Speed dating. 4.4 Presentation of work in progress. Feedback. Evaluation.
Workshop/Activity	Presentation and discussion over deliverables, introduction to networking tools; elevator pitch and first email.
Deliverable 2	<ul style="list-style-type: none"> Students come back with a final time frame of their Euroculture project and present it: discussion Students come back with their strategy of networking and a first email aiming to approach their project partners as well as
Mandatory Readings/preparation	Scheduling: Planning & Controlling the Project Timeline http://www.projectsart.co.uk/scheduling.html
Suggested Further Readings	<ul style="list-style-type: none"> Chapter 10. Project Communication Management. Nokes, Sebastian & Kelly, Sean. The Definite Guide to Project Management

Session Title 5	Working modes: workshop, creative sessions, mindmapping in team.
Format	Tutorial/ Workshop
Tutorial / Content	5.1 the rules of brainstorming 5 .2 group mindmapping and serendipity 5 .3 what is a workshop 5. 4 bookspint, speed dating, open call for objects.
Workshop/Activity	Creative session for project development. Introduction to the philosophy of workshop. The costs and the design of the budget.
Mandatory Readings/preparation	http://www.tonybuzan.com/about/mind-mapping/
Suggested Further Readings	

Session Title 6	CONSOLIDATION – CONTROL POINT & PRESENTATIONS
Format	Seminar / Coaching session
Tutorial / Content	• Student projects discussion
Workshop/Activity	• Presentation of projects (business plans) and round table.
Deliverable 3	• Short presentation of the project including a budget proposal
Mandatory Readings/preparation	• None
Suggested Further Readings	• None

Session Title 7	Heritage and Beyond: democratic museology.
Format	Tutorial/ Workshop
Tutorial / Content	7.1. Eco-museums 7.2. Postsocialist heritage (Nowa Huta) 7.3 The making of locality: artist residencies (Res Artist), thematic tourism (cultural routes)
Workshop/Activity	<ul style="list-style-type: none"> • Discussion on promotion of your projects and reputation
Mandatory Readings/preparation	<p>J. Hajduk, Ł. Piekarska – Duraj, S. Waciega, P. Idziak, „A local museum in a global world”, Krakow, 2013;</p> <p>http://mik.krakow.pl/2013/12/13/a-local-museum-in-a-global-world/</p>
Suggested Further Readings	

Session Title 8	Dissemination. Storytelling for projects.
Format	Tutorial/ Workshop
Tutorial / Content	8.1 Designing communication strategy 8.2 storytelling workshop 8.3 storytelling for intercultural communication
Workshop/Activity	
Deliverable	<ul style="list-style-type: none"> • None
Mandatory Readings/preparation	<ul style="list-style-type: none"> • Intercultural Communication. <p>http://siteresources.worldbank.org/EXTGOVACC/Resources/InterculturalCommunicationweb.pdf</p>
Suggested Further Readings	

Session Title 9	Vision, revision, consolidation.
Format	Tutorial/ Seminar
Tutorial / Content	<ul style="list-style-type: none"> • Evaluation of work in progress
Workshop/Activity	<ul style="list-style-type: none"> • Round table about the projects • Needs for support
Mandatory Readings/preparation	<ul style="list-style-type: none"> • Risk Management: A Critical Capability for Project Managers <p>http://www.projectsart.co.uk/risk-management.html</p>
Suggested Further Readings	<ul style="list-style-type: none"> • None

Session Title 10	Final reports. Consolidation, conclusions.
Format	Seminar
Tutorial / Content	<ul style="list-style-type: none"> • How to deal with failure(s) • How to deal with success • How to evaluate your own project and how to provide

	feedback to your colleagues and partners <ul style="list-style-type: none">• Closing the projects
Workshop/Activity	<ul style="list-style-type: none">• Round table and comeback on your project
Deliverable 4	<ul style="list-style-type: none">• Critical Feedback on your project (template)
Mandatory Readings/preparation	<ul style="list-style-type: none">• David Damberger: What happens when an NGO admits failure. In Ted talks. http://www.ted.com/talks/david_damberger_what_happens_when_an_ngo_admits_failure.html
Suggested Further Readings	<ul style="list-style-type: none">• None