

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 2025-10-23 by the board of the Department of Service Studies (STYR 2025/2306). The revised syllabus comes into effect 2025-10-23 and is valid from the autumn semester 2026.

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 study Specialisation

Service Management	A1N, Second cycle, has only first-cycle course/s as entry requirements
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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, and
- 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, and
- 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, and
- 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 module focuses on key concepts and practices in the field of the course.

The second module consists of work in groups on an issue of theoretical and practical relevance to the field for the course.

Course design

The teaching consists of lectures, workshops, seminars and study visits.

Participation in workshops, seminars, guest lectures and study visits is mandatory. Absence will be compensated with replacement activities later during the course or closely connected to the course.

Assessment

Assessment of the course is based on:

Individual written examination (5 credits), module code 2601

Written assignment, in groups (2.5 credits), module code 2602

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.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

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 2602 is exempt from the grading scale above. The grades awarded for this component are Pass or Fail.

To achieve a Pass for the overall course, the student must have been awarded at least a grade of E for module code 2601 and a grade of Pass for module code 2602.

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.