

COURSE CONTENTS (*outline – titles of lectures*):

1. The legal framework of nonprofit organizations.
2. Administration of dance and recreational organizations.
3. The environment of dance and recreational organizations.
4. The resources of nonprofit organizations.
5. Sponsorship.
6. Consumer behavior.
7. Organization of dance and recreational events I.
8. Organization of dance and recreational events II.
9. Assessment of services.
10. Promoting dance and recreational events I.
11. Promoting dance and recreational events II.
12. Organization and participation in festivals.
13. Structures and networks of culture.

TEACHING METHOD (*lectures - laboratories - practice etc*):

Lectures.

ASSESSMENT METHOD(S):

1. Individual work.
2. Progress test.
3. Final exams.

LEARNING OUTCOMES:

- Upon the completion of this class the students will be able to:
1. Determine the elements of dance and recreation institutions (management, environment, legal frame).
 2. Understand how a dance / recreation event is organized (organisation, financing, promotion, evaluation).
 3. Distinguish the public of dance and recreation events.
 4. Comprehend structures and networks of culture in Greece and the European Union.

LEARNING OUTCOMES – CONTINUED:

<i>Learning Outcomes</i>	<i>Educational Activities</i>	<i>Assessment</i>	<i>Students Work Load (hours)</i>
Ability to determine the elements dance and recreation institutions (management, environment, legal frame).	Lectures, demonstration and annotation of digital material, home study.	Intermediate controls with oral or written tests of cognitive evaluation.	60
Understanding of how a dance / recreation events are organized (organisation, financing, promotion, evaluation).	Lectures, demonstration and annotation of digital material, home study.	Evaluation of written work, intermediate controls with written tests of cognitive evaluation.	90

Ability to distinguish the public of dance and recreation events.	Lectures, demonstration and annotation of digital material, home study.	Intermediate controls with oral or written tests of cognitive evaluation, final examination	30
Comprehension of structures and networks of culture in Greece and European Union.	Lectures, demonstration and annotation of digital material, home study.	Intermediary controls with written tests of cognitive evaluation.	30
		TOTAL	210

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

1. Bitsani, E. (2004). Cultural management and regional growth: planning of cultural policy and cultural product. Athens: Dioniko.
2. Institution of Studies [Lampraki] (1994). Prometheus. Study of strategic planning. Athens.
3. Freakley, V. & Sutton, R. (1996). Essential guide to business in the performing arts. London: Hodder & Stoughton.
4. Bowdin, G., McDonnell, I., Allen, J. & Toole, W.(2001). Events management. Oxford: Butterworth-Heinemann.
5. Chong, D. (2010). Arts management. London: Routledge.
6. Jasper, L., Siddall, J. & Siddell, J. (1999). Managing dance: current issues and future strategies. Tavistock, GB: Northcote House Educational Publishers.
7. Byrnes, W. (2009). Management and the arts. Burlington, MA: Elsevier, Focal Press.
8. Padaki, V. & Vaz, M. (2005). Management development in non-profit organizations. London: Sage Publications.
9. Hoyle, L. (2002). Event marketing: how to successfully promote events, festivals, conventions and expositions. New York: Wiley.