CULS5331 Seminars in Cultural Management:
Curating International Cultural Exchanges

Master of Arts in Cultural Management Programme
The Chinese University of Hong Kong
Summer Course, AY2024/25

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Source: https://digimarconspain.es/barcelona-arts-and-culture/

Course Information and Learning Outcomes

As part of this course, students will travel to Barcelona in June 2025, where they will have the opportunity to connect with faculty members and MA students from UIC Barcelona and engage with different cultural organizations. Upon returning to Hong Kong, the MACM students are expected to organize and run a week-long international cultural exchange programme for the UIC Barcelona faculty members and MA students, who will be visiting in July 2025.

At the end of the course, students will be able to:

- Understand how culture operates in a global context, recognizing how different cultures interact and influence one another.
- Grasp the complexities of how local cultural identities are preserved or transformed under the influence of global pressures, particularly in the realm of cultural production.
- Compare cultural management practices across various environments.
- Develop an awareness of the importance of cultural diversity.
- Plan, develop, and execute an international cultural exchange programme in Hong Kong for international students.

Week of 2nd June
- Session 1: Course introduction, expectations, and assessments. The lecture will also cover some key ideas of cultural diplomacy, cultural exchange (including ethical considerations), soft power, intercultural communication etc.

Week of 9th June
- Session 2 (on ZOOM): Professor(s) from UIC Barcelona will give an overview of cultural development in Spain and Barcelona.

14th to 22nd June
- This week-long trip to Barcelona will include
    - 6 hours of lecture
    - 12 hours of visiting cultural organizations
    - 6 hours of discussions and consultations

Week of 23rd June
- Session 3: Post-trip discussions and project consultations
- Session 4: Final presentations

Week of 30th June
- Session 5: Cultural Exchange - preparation discussions

Week of 13th July
- Faculty and students from UIC Barcelona visiting Hong Kong

Assessments

Participation (20%)
Individual students will be graded on their active participations in groups, in class, and during the cultural exchange activities.

Reflections (10%)
Students are expected to submit a reflection journal (800 words in English) on the Barcelona trip by 23rd June 2025. Submissions can be made on the course blackboard.

Project (35%)
This is a group project. Students will work in group of 3 students to curate a week-long cultural exchange programme for postgraduate students from Barcelona. Group presentations will take place on the week of 23rd June 2025. The final report should be concise (no more than 8 pages including visuals) and must be submitted one week after the presentation.

> Breakdown:
> - Presentation: 10%
> - Report: 15%
> - Execution: 10%

Final Paper (35%)
This is an individual assignment. Students are expected to submit an academic essay (2500-2800 words) in English. The planning of the essay should start as early as after the first lesson. The essay must be related to topics including cultural diplomacy, cultural relations, cultural diversity, and/or intercultural communication. This paper should not be a reflection of the Barcelona trip.

Deadline: 6th July 2025 (submit via Veriguide)

References

- **Culture as Soft Power : Bridging Cultural Relations, Intellectual Cooperation, and Cultural Diplomacy**. Edited by Elisabet Carbó-Catalan and Diana Roig Sanz. Berlin ; De Gruyter, 2022. doi:10.1515/9783110744552.

- Liu, Xin. **China's Cultural Diplomacy : A Great Leap Outward?** 1st ed. New York: Routledge, 2019.

- Lum, Chee-Hoo., and Ernst. Wagner, eds. **Arts Education and Cultural Diversity : Policies, Research, Practices and Critical Perspectives.** 1st ed. 2019. Singapore: Springer Singapore, 2019.

- Ang, Ien, Yudhishthir Raj Isar, and Phillip Mar. **Cultural Diplomacy : Beyond the National Interest?** London ; Routledge, 2016.

- **The 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions**. https://unesdoc.unesco.org/ark:/48223/pf0000246264

HONESTY IN ACADEMIC WORK: A GUIDE FOR STUDENTS AND TEACHERS

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: http://veriguide1.cse.cuhk.edu.hk/portal/plagiarism_detection/index.jsp

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

Section 1 What is plagiarism
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p01.htm

Section 2 Proper use of source material
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p02.htm

Section 3 Citation styles
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p03.htm

Section 4 Plagiarism and copyright violation
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p04.htm

Section 5 CUHK regulations on honesty in academic work
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p05.htm

Section 6 CUHK disciplinary guidelines and procedures
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p06.htm

Section 7 Guide for teachers and departments
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p07.htm

Section 8 Recommended material to be included in course outlines
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p08.htm

Section 9 Electronic submission of assignments via VeriGuide
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p09.htm

Section 10 Declaration to be included in assignments
http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p10.htm