**МАТРИЦА КОМПЕТЕНЦИЙ ДЛЯ МАЙНОРА «Креативные и культурные индустрии»**

**THE MATRIX OF COMPETENCES FOR MINOR: "Creative and cultural industries"**

**Компетенции / Результаты обучения по майнору**

**Competencies and skills / Outcomes :**

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| UC–1 | Competence:  Student is able to manage his time, build and implement a path of self-development on the basis of the principles of life-long education /  The specific learning outcomes are as follows:   - Student is able to plan his individual activities of the self-study courses on assignments; compliance with established deadlines of task during the courses |
| UC-2 | Competence:  - to be able to work in a team /  The specific learning outcomes are as follows:   * Student can collaborate with the others in groups (mini groups 2-3 persons and teams of 8-12 persons) * Student can prepare and present results of group work. * Student uses different negotiation strategies and tactics in team communication, including class work and distance communication. * Student works effectively in in teams and try different roles (as leader, mediator or executant). |
| PC-А | Competence:  - to conduct an independent research project and to demonstrate a comprehensive understanding of research techniques, applicable to their own research interests, within the field of culture, creativity and entrepreneurship /  The specific learning outcomes are as follows:   * Student is able to use different sources of information, including electronic data bases, and also to survey and analyze core publications, related to the theme of research. * Student analyzes a situation, suggests compares possible decisions, evaluates environmental factors and consequences. * Student can conduct research projects in marketing, consumer behavior, choosing methods of research and evaluation of the results of the project. |
| PC-B | Competence:  - To be able to develop business plans for the creation of start-ups and projects in the creative industries /  The specific learning outcomes are as follows:   * to explain and interrogate the concepts of culture, creativity and entrepreneurship and the relationships between them; * to place culture, creativity and enterprise within a range of cultural, social and economic contexts; * interrogate the professional, organisational and institutional implications of the roles of creativity and entrepreneurship; * can identify perspective business projects on the basis of the concepts creative industries and as a result of the analysis of existing and prospective trends of public policy, urban development, changes in the tourism markets; |
| PC-C | Competence:   * To be able to develop and prove the concept of event as an independent product of creative industries /   The specific learning outcomes are as follows:   * To develop the program of the event (festival), * To be is ready to develop a business plan, promotion plan of the event; * To understand communication strategies with the target audience group, * To build networking partnerships with different groups of stakeholders |

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| № п/п | Дисциплины майнора  Courses | Компетенции / Результаты обучения по дисциплинам майнора  Competencies and skiils / Outcomes | | | | |
| УК–1  UC - 1 | УК-2  UC -2 | ПК-А  PC - A | ПК-Б  PC - B | ПК-В  PC - C |
| 1 | Креативные и культурные индустрии (Creative and cultural industries) | x | x | x | x |  |
| 2 | (Культурный туризм: модели поведения потребителей) Consumer behavior in cultural tourism | x | x | x | x |  |
| 3 | (Событийный менеджмент) Event management | x | x | x |  | x |
| 4 | (Продвижение культурного туризма в цифровой среде) Digital cultural tourism | x | x | x | x | x |