**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).
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| 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.
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| 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;
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| 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 майнораCourses | Компетенции / Результаты обучения по дисциплинам майнораCompetencies and skiils / Outcomes |
| УК–1UC - 1 | УК-2UC -2  | ПК-АPC - A | ПК-БPC - B | ПК-ВPC - 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 |