



Summarized Description of Courses

Master of Economics (Economics of Culture and Art)
 Art University of Isfahan

Course	Credits	Description
Iran Traditional Arts	2	(Duration: 48 hours Practical & Theoretical) (Type of course: Basic) The purpose of this course is to acquaint students with the production process of traditional Iranian art products, including carpets, patterned fabrics, glass and pottery, and metal forging in a practical way.
Iran Contemporary Arts	2	(Duration: 48 hours Practical & Theoretical) (Type of course: Basic) It is taught in detail about the contemporary arts of Iran in order to familiarize students with prominent arts such as making sculptures and jewelry as well as photography and videography.
Microeconomics	2	(Duration: 32 hours Theoretical) (Type of course: Basic) In this course, which is part of the basic courses, after learning the theory of consumer and producer behavior, students will gain a complete understanding of the types of markets in such a way that at the end will be able to analyze the consumer and producer behaviors and understand the factors influencing their decision making clearly. Syllabus: The theory of consumer behavior, theory of productive behavior, types of markets, market of producers, general balance of economy and welfare.
Fundamentals of Cultural & Artistic Economy (1)	2	(Duration: 48 hours Theoretical & Practical) (Type of course: Major) One of the main courses in the master's degree in art economics, which seeks to provide students with a correct understanding of the basic topics of this field. Subjects such as the size and share of the economy of art in the GDP, as well as the micro-economy of this area are presented in this course. Syllabus: The arts sector: Size, growth, and audiences. An overview of the arts sector, Growth of the arts sector, Audiences for the arts. The microeconomics of demand and supply, Consumer demand: An introduction, The characteristics of arts demand and their policy implications, Productivity lag and the financial problem of the Arts.
ESP (English for Specific Purpose)	2	(Duration: 32 hours Theoretical) (Type of course: Optional)



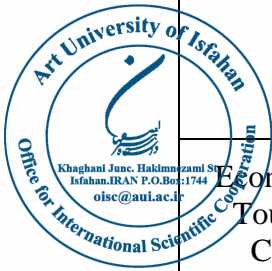


		<p>In this course, by reading one of the main books in the field of art economics in English (such as the Handbook of Art Economics) while improving the English language and familiarizing with the international terms of art economics, the student will become familiar with the important rules in the field of art economics.</p> <p>Syllabus: Behavior of individuals, behavior of firms and industries, behavior of markets, Arts and culture in the economy.</p>
Iranian-Islamic Culture and art	2	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Basic)</p> <p>This course tries to analyze the civilization and culture of Iran and the path of its changes and evolution from ancient Iran until now.</p> <p>Syllabus: Iran's civilization before Islam entered the country, after Islam and in contemporary time.</p>
Macroeconomics	2	<p>(Duration: 32 hours Theoretical) (Type of course: Basic)</p> <p>The purpose of this course is to gain a clear understanding of money, international monetary systems of investment and its function, as well as important economic concepts such as employment and inflation.</p> <p>Syllabus: Macroeconomic models, theory of money and bank investment, supply and demand for money, employment and inflation, international economy and macroeconomics.</p>
Fundamentals of Cultural & Artistic Economy (2)	2	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Major)</p> <p>In continuation of the discussions that were presented in the Fundamentals of Cultural and Artistic Economy (1), in this course, deeper topics such as the adoption of different economic policies and how they are effective in advanced countries have been examined. Also, the impact of culture and art on societies and its economy is one of the other topics presented.</p> <p>Syllabus: Public policy toward the arts, Should the government subsidize the arts? Public and/or private support for the arts in the United States, Canada, and Western Europe</p> <p>Art, economy, and society, The arts as a profession: Education, training, and employment. The role of the arts in a local economy, The mass media, public broadcasting, and the cultivation of taste</p>
Market Studies and Art Marketing	2	<p>(Duration: 32 hours Theoretical) (Type of course: Major)</p> <p>The purpose of this course is to learn the types of markets, business organizations and the sales process so that the successful marketing process can be determined for the students.</p> <p>Syllabus: Types of art markets, auction performance, art business organizations, collective sale of artworks, mental process for product adoption, target marketing.</p>





<p>Economical Problemology of Iranian Art</p>	<p>2</p>	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Major) The student will know the problems in the economy of art and will learn the solutions available to solve these challenges Syllabus: Supply and demand of art and affecting factors, Intellectual property rights law, innovation in art productions, productivity in production, consumer taste, commercialization of products, impact of advertising.</p>
<p>Econometrics</p>	<p>2</p>	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Optional) In this course, basic topics will be relearned and statistical data analysis will be taught in several ways. Syllabus: Types of econometrics, types of econometric methodologies, regression analysis, Ordinary least squares method, bivariate regression, expansion of bivariate linear regression model</p>
<p>Research Methodology</p>	<p>2</p>	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Optional) Learning types of research in terms of type and method, types of scientific articles, how to compile and write theses and articles, and side items such as compiling and implementing questionnaires are presented to students in this course. Syllabus: Writing regulations, scientific method of research, essay writing and types of essays, thesis writing, questionnaire compilation.</p>
<p>Economic Evaluation and Valuation</p>	<p>2</p>	<p>(Duration: 48 hours Theoretical & Practical) (Type of course: Major) The concept of value, economic and spiritual value of cultural works, TCM method, RUM method, HPM method, CEM method, CUM method. Syllabus: After completing this course, the student is able to value the cultural goods according to the type and other features in several international conventional methods.</p>
<p>Creative Economy</p>	<p>2</p>	<p>(Duration: 32 hours Theoretical) (Type of course: Major) The economy of creative industries and its features that distinguish this field from other industries are presented so that the graduates of this course can get detailed information about this field and how it works. Syllabus: Basic concepts of creative industries, types of international classification of creative industries, factors affecting the demand of creative industries, supply of creative industries, successful examples of creative economy in UNESCO creative cities</p>
<p>Economics of Tourism & Cultural Heritage</p>	<p>2</p>	<p>(Duration: 32 hours Theoretical) (Type of course: Optional) During the study of this course, the student will be familiar with topics such as tourism and all the factors affecting the economy of this industry at the national and international</p>





		level, and at the end, will be able to present a road map for the success of a talented region in the field of tourism. New Age o Tourism theory. Syllabus: Definition of tourism industry, types of tourism, calculating the economic income from tourism, characteristics of tourism economy, supply and demand of tourism, structure of tourism industry markets.
Cultural Management and Entrepreneurship	2	(Duration: 48 hours Theoretical & Practical) (Type of course: Optional) Different dimensions of entrepreneurship and various models of it are examined in this course. A complete understanding of the concept of entrepreneurship and the process of starting a company from the idea stage to the selling of the final product and developing the company is the goal of this course. Syllabus: Entrepreneurship, different models in entrepreneurial economy, econometric models in entrepreneurship, social entrepreneurship, human capital, labor demand.
Specific Topics in Cultural & Artistic Economy	2	(Duration: 32 hours Theoretical) (Type of course: Optional) Specific Topics tries to familiarize students with the economy of three important and influential fields of creative industries, consist of cinema, music and museum; so that the characteristics and factors affecting these three fields are taught to students. Syllabus: Cinema economy, features, costs, elasticity, ticket pricing, box office rules Music economy, producer factors in music, broadcasting rights, concert ticket pricing, distribution of music revenues Museum economy, museum activities, museum income model, cost structure, social demand, holding auction.
Thesis	6	(Type of course: Major) Economic review of an issue of creative industries. An applied, developmental or fundamental type of research, so that a clear answer can be presented to universities or relevant organizations.

