

Management of Art (ECTS 4)

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

GENERAL AND SPECIFIC COURSE OBJECTIVES

The art market is enormously attractiveness. We see millions of dollars pouring into the market, auction battles, the rich and beautiful at vernissage events. However, reality is not quite so. The art world is tough, the market has its own rules and only few actually make money. Little is known about the market and its mechanism. It's the objective of this course to give students a first-hand experience to the art market. This will be done theoretically, but also in a very practical manner. In a business project students will experience first-hand what it means to work in the art world. Guest speakers from the art world will enrich student's experience.