



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Accounting and Fundraising in the Arts

PROF. ELENA CANTÙ; PROF. FEDERICA DE MOLLI

Course aims and intended learning outcomes

The course's overall objective is to present the fundamentals of financial management and reporting, with specific reference to arts and cultural organizations. The course looks at both how financial resources are used, as well as how they are raised. The course is divided into two inter-related modules. In the first module students are expected to learn how to prepare, use and interpret general-purpose financial statements and other forms of performance disclosure in the art and cultural sector. The second module introduces students to the fundamentals of fundraising for arts and cultural organizations. Students are provided with both theoretical insights and practical skills that help them to design, implement and evaluate fundraising campaigns.

At the end of the first module, students will be:

- knowledgeable about the purposes, concepts, standards, and techniques of financial and non-financial performance measurement and disclosure in arts and cultural organizations;
- able to read and interpret the annual reports of arts and cultural organizations;
- able to use annual reports to identify key performance indicators (financial and nonfinancial) for arts and cultural organizations to gain a general understanding of their financial position and overall performance;
- familiar with financial accounting terminology and able to communicate financial and non-financial results;
- equipped with the knowledge basis and capacity to tackle more advanced accounting topics.

At the end of the second module, students will be:

- knowledgeable about the fundamentals of fundraising for arts and cultural organizations, in terms of current developments, role of public and private contributors, fundraising techniques;
- able to design, implement and evaluate fundraising plans and campaigns;
- able to use analytical skills to adapt fundraising plans to changing conditions (e.g. target, budget);
- familiar with fundraising terminology and able to communicate fundraising plans and campaigns;
- be equipped with the knowledge basis and capacity to tackle more advanced fundraising topics..

Course content

MODULE I: Accounting (Prof. Elena Cantù)

Module I focuses on following topics:

- the nature and purposes of financial accounting;
- the preparation of annual financial statements and other annual reports;
- financial statement analysis in the art and cultural sector;
- characteristics of performance disclosure to stakeholders in the art and cultural sector.

MODULE II: Fundraising (Prof. Federica De Molli)

This module provides an integrated and detailed framework for designing, implementing and evaluating fundraising planning; it is structured around the following topics:

- the current developments of the discipline;
- the role of public and private contributors in fundraising;
- acquisition of fundraising techniques;
- design of fundraising plans;
- implementation and evaluation of fundraising projects



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Reading list

Module I

Textbook

J.J. WEYGANDT-P.D. KIMMEL-D.E. KIESO, Financial Accounting, IFRS Edition, Wiley, 2016, 3rd edition, ISBN: 978-1-118-97808-5 (Chapters: 1, 2, 3, 4, 14). Acquista da VP

Readings

F. CHIARAVALLLOTI (2014), Performance Evaluation in the Arts and Cultural Sector: A Story of Accounting at Its Margins, The Journal of Arts Management, Law, and Society, 44: 61-89.

A.L. CHRISTENSEN-R.M. MOHR (2003), Not-for-profit annual reports: what do museum managers communicate?, Financial Accountability & Management, 19(2): 139-158.

(For non-attending students only) S. ELLWOOD-M. GREENWOOD (2016), Accounting for heritage assets: Does measuring economic value 'kill the cat'?, Critical Perspectives on Accounting, 38: 1-13.

Module II

Textbook

E.R. TEMPEL-E.E. ALDRICH-T.L. SEILER-D.F. BURLINGAME, Achieving excellence in fundraising, John Wiley & Sons, 2016, 4th Edition, ISBN 978-1-118-85382-5 (Chapters: 3, 4, 5, 7, 8, 9, 17, 18, 19).

Non-attending students must study also the following chapters: 1, 20, 21, 24, 25, 34.

Further readings, case studies and exercises will be posted on Blackboard..

Teaching method

Teaching methods include formal lectures, discussion of case studies, company speakers.

Class participation is strongly recommended. Students are expected to study all assigned materials and to complete specific homework assignments prior to each class meeting.

Assessment method and criteria

The first (Accounting) and second (Fundraising) modules will count for 50% each against the final, overall grade for the course. For attending students only, class participation in the discussion of papers, case studies and group works is evaluated from 0 to 3 extra points, to be added to the final grade.

The grade for the first module (Accounting) will be based on a written test including multiple choice questions, accounting exercises, and essay questions. A mid-term exam for this module will be offered only once.

The grade for the second module (Fundraising) will be determined by a written test based on essay questions.

Students who fail one of the two parts of the written exam (Accounting module or Fundraising module) or choose to discard one of the grades must retake the specific part only