

Planning, primary element in cultural management

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Abstract: *Alongside organization, coordination, training and monitoring / evaluation, planning is a function of general management, representing a crucial element in the development of any cultural activities at both a personal and professional level (working, cultural organization, company, individual enterprise). Planning implications on cultural management are enhanced by the essential characteristic of management that is both art and science. This special feature of management allows, by involving the practical component of management, entail the specific field of arts. Thus, both essential aspects are combined from the artistic field and elements related to science, connected to talent developed based on training, experience, creativity, and methods, economic principles universally valid in commercial activities.*

Key-words: *planning, cultural management, time intervals, resources*

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