

# Training in Cultural Policy and Management

## International Directory of Training Centres

*Europe  
Russian Federation  
Caucasus  
Central Asia*



2003

encatc

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## Training in Cultural Policy and Management

International Directory of Training Centers

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## **ANNEX**

### **Questionnaire used for data collection in this project**

## Foreword

The training of cultural development personnel has continually been on UNESCO's agenda since the mid 1970s. UNESCO has been organizing meetings and co-operative projects for studying the evolution of training needs, programmes and methods, as well as training sessions for cultural development personnel at various levels and in all regions.

The major worldwide changes that have taken place since the second half of the 1980s in the economic, technological and cultural environment have entailed new requirements in the cultural professions and in the training of cultural development specialists.

This necessity was reaffirmed during the 1998 Stockholm International Conference on Cultural Policies for Development, which emphasized the need for an increased professionalism within the cultural sector itself, the urgency for improvement of service delivery and accountability, as well as management and administration of its institutions and agencies.

As a follow-up to the Stockholm Conference, an international meeting of experts was organized by UNESCO in November 2000 for the appraisal of training needs and the mapping of existing training systems in the various regions of the world.

With regards to Europe, including the Russian Federation, the three Caucasus countries, and part of Central Asia, this complex task was carried out by the European Network of Cultural Administration Training Centres in close co-operation with the Division of Cultural Policies and Intercultural Dialogue at UNESCO.

This document provides a survey of the current situation, and shows an impressive contrast between sophisticated training systems in Western Europe and the USA, and the situation in Eastern Europe and former Soviet Union countries. It gives an analysis of the shortcomings and difficulties in adapting the former training systems to the new needs which have evolved with the current social, political and economic changes.

The document also contains a directory with updated information on the existing training facilities, courses, and curricula for cultural development personnel in the field of cultural policies, administration, management, facilitation, cultural entrepreneurship, etc.

This information, made available on the Internet as well as in printed form, should allow graduate and post-graduate students and practitioners to more easily identify training courses and programmes that correspond to their needs.

Furthermore, the document constitutes an important tool for developing co-operation among training centres, in addition to developing training materials and programmes adapted to their needs, at a time when the principle of cultural diversity requires new cultural strategies and policies as well as competent and highly skilled professionals for their implementation.

Katérina Stenou  
Director  
Division of Cultural Policies and Intercultural Dialogue

## Introduction

The conception of developing a wider database on existing training programmes on cultural policy and management across different geographical areas was launched by the International Experts Meeting on "Cultural Policies: Training and International Co-operation" (UNESCO, Paris, November 2000).

In order to implement this ambitious idea, UNESCO commissioned the European Network of Cultural Administration Training Centres, or ENCATC, to carry out within the framework of UNESCO's Programme and Budget for 2000-2001 (30C/5, Major Programme III, para.03011) a survey of centres and institutions providing education and training for cultural development personnel, in particular in cultural policies, management, administration, animation and entrepreneurship across the Russian Federation, the countries of Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan), and the countries of the Caucasus (Armenia, Azerbaijan, Georgia). Parallel surveys were launched in Africa, the Arab Region and South-East Asia.

The aim of this survey was to identify and provide comprehensive information on available cultural development training programmes for professionals and students interested in pursuing studies and work in the investigated areas. This information should allow graduate and post-graduate students, as well as practitioners, to identify training courses and programmes corresponding to their particular needs as well as develop cooperation among training centres within and across the regions. In addition, it provides a broad picture of the present situation in the training of cultural development specialists, which will allow for the identification of gaps and shortcomings in training provision and suggest possible new training orientations within the field. Consequently, it also aims at identifying trends and making policy-oriented recommendations.

In its current form, the survey includes public and private institutions and centres that provide training for cultural development personnel, in particular in the area of arts administration, cultural management, museum and heritage management, media management, cultural policies, cultural studies, etc. It includes programmes and courses on graduate and post-graduate level, as well as specialized short- and medium-term training for cultural development personnel at the local, national and regional levels.

For this purpose, ENCATC divided the work into four different phases: the collection, processing and analysis of information; the drafting of analytical policy papers; the development of an on-line database; and the presentation of the survey results.

### Collection, processing and analysis of information

Identification of institutions and centres providing education and training in the sector: documentary research (including earlier regional surveys, studies, directories and information available on the internet), consultation of ENCATC members and other training structures, professional associations, public authorities and training specialists;

Collection of detailed information on the identified institutions using a questionnaire jointly designed by UNESCO and ENCATC. This phase included mailing questionnaires, assembling replies, interviews via phone, fax, e-mail; etc.;

Data processing and production of profiles on all training institutions and centres offering programmes and courses in the focus area of this survey.

#### Drafting of analytical policy papers

The results of the survey informed the production of two independent analytical policy papers by recognized specialists in the field: One paper focused on trends and needs in Western Europe; the other on trends and needs in Eastern Europe. These papers analyze the existing training provision within the cultural environment from different viewpoints. However, their analysis of the context in which training of cultural development personnel is designed is complementary, as both identify major trends and new training needs within the field and make policy oriented recommendations relevant to the geographical focus of their review.

#### **Development of an on-line database**

In order to facilitate access to information on training opportunities for cultural development personnel worldwide, ENCATC developed an interactive database that can be viewed on its web site ([www.encatc.org](http://www.encatc.org)). At present, the database contains details on training institutions relevant to ENCATC's geographical focus and resulting from the regional survey it carried out in Europe, Russian Federation, Central Asia and Caucasus. However, the intention is to include information on training institutions and centres active in the same area of work of other regions, e.g. Africa, Arab States, Latin America and South-East Asia.

#### **Presenting and using the survey results**

The collected data and information on all identified training institutions have been included in the ENCATC on-line database comprising more than 170 Profiles, with entries relating, among others, to the following: title of the training programme/course; objectives of the programme/course; duration of programme/course; type of degree; entry requirements; main field of teaching; teaching methods; language; regional scope; scholarships; extracurricular activities, etc.

No survey can expect a 100% response, and despite a number of reminders a significant number of important European institutions didn't reply to our questionnaire. Nevertheless, for those institutions for which we had current data (address, contact, programme details) and that did not reply, we included a brief entry in this directory. Moreover, because data was available, we have also added information about training programmes in Mongolia.

This first exercise in gathering information on existing training programmes on cultural policy and management across different geographical areas will be continued and regularly updated by ENCATC, given that further training initiatives and programmes are constantly taking shape. The current tool for guiding users to existing information resources will be permanently expanded and updated. ENCATC will also explore the possibility of devising a common strategy that would allow existing databases to become interconnected, which would provide users with unified, direct access to any such tools.

The field of this survey is constantly changing, with a considerable number of new programmes being launched every year (a small number are regularly temporarily or permanently suspended for various reasons). Therefore, as the relevance and the quality of the data in this Directory and online database also depend on the information provided by the institutions themselves, ENCATC would greatly appreciate receiving information about new or existing training programmes on cultural development for professionals and students interested in pursuing studies and work in the investigated areas.

Giannalia Cogliandro,  
Executive Director  
ENCATC

## Acknowledgements

The European network of Cultural Administration Training Centres, ENCATC, is deeply grateful to UNESCO for providing the necessary intellectual and financial support needed to carry out this unique inventory. We hope it will prove to be a valuable source of information and a unique tool for cultural practitioners and students keen to learn about, and receive a comprehensive overview of, current training opportunities for cultural development personnel.

We wish to express our special gratitude to Prof. Patrick Boylan and Prof. Milena Dragicevic-Sesic for sharing their profound knowledge of the field and for their important contribution to the survey, paving the way for future training programmes and courses.

We also wish to thank Mari Lehto and Susanna Okker for the successful outcome of their work. Both showed tremendous patience and expended great efforts to collect and analyse the data and information for the production of the Profiles. Their commitment to the project is greatly appreciated. Thanks also to Fenella Leigh, not only for carefully proofreading more than 150 Profiles of training institutions, but for her professional scrutiny, and Henrik Korzen for the design of an exhaustive but easily manageable database.

Our thanks are also due to Helena Drobná from the Division of Cultural Policies and Intercultural Dialogue at UNESCO, who guided us during all the different phases of our work and who was valuable help in editing this book.

Finally, we wish to express our gratitude to all those who contributed – through their advice and exchange and acquisition of information – to the realisation of this survey.



## **PART ONE**

### **SITUATION ANALYSIS AND RECOMMENDATIONS FOR FUTURE ACTION**

## **Survey on institutions and centers providing training for cultural development personnel in Eastern Europe, Russian Federation, Central Asia and the Caucasus Region.**

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***Professor,***

***Center for Professional Development and Consulting in Arts, Culture and Media,  
Belgrade, Serbia and Montenegro***

Educational and training institutions in Central and Eastern Europe & Central Asia are facing important new challenge; the transition process has not yet been accomplished (neither for the countries nor for the institutions) but new demands are already at hand. For evidence, consider the Bologna process<sup>1</sup> and Lisbon council<sup>2</sup>, where European Ministries of Education decided to harmonize national structures in higher education (ECTS<sup>3</sup>, mobility of students and educators, two cycle system, interdisciplinarity, employability, quality assurance, etc). Adding to the pressures is the difficult switch from a completely state-supported framework to a mixed financing system, where a small but crucial part of the financing that guarantees development and quality of university teaching has to come from students themselves. Desetatisation of public educational services is questionable in countries whose economies are still in transition, where the minimum degree of sustainability has not been reached, and where a majority of the population exists near the poverty line.

The turbulent times in Central and Eastern Europe have affected numerous cultural and educational policy issues in the last twelve years. Three periods can be identified according to those changes: The return to "national" cultural values (identity questioning) and the rejection of communist tradition (even rejection of the institutions and curricula created under communism, regardless of their real meaning and impact<sup>4</sup>);

The will to catch up to European trends and strive for modernization during a period of acceptance of proposed models (Council of Europe – Mosaic, PHARE trainings, NGO training development, etc.); and The revitalization and reform of curricula during a period of creation of "joint ventures" in education, introduction of ECTS system, exchange, etc.

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<sup>1</sup> For the higher education area, the DG Education and Culture of the European Commission launched the so-called Bologna process, aimed at the harmonization of the architecture of the European Higher education system'. The Bologna declaration, signed in 1999, was adopted by a majority of European countries and the process stated to take form inside the respective educational systems.

<sup>2</sup> One of the aims of the Lisbon Special European Council (23 and 24 March 2000) was to inverse the relationship between the level of education and rate of unemployment. The Council set a quantitative objective for 2010: By the end of the decade, the number of 18-to-24-year-olds possessing only a basic secondary education should be cut in half.

<sup>3</sup> ECTS – European Credit Transfer System, a model of validation of student learning which enables students to go from one university to another even during undergraduate education.

<sup>4</sup> For that reason the Department of Organization/management of cultural activities had been closed in Rijeka (Croatia) at the Faculty for Industrial Pedagogy.

Still, it must be emphasised that the roots of training for most cultural managers and administrators in Central and Eastern Europe were in art schools and art and culture universities.

Within communist ideology, humanistic universities had developed a theoretical course, "Culturology", (general cultural studies) as a university discipline, creating several options (profiles) for students, such as the organization of cultural activities, socio-cultural technologies<sup>5</sup>, etc.

The theoretical background of university courses aiming to prepare cultural development personnel in Eastern and Central Europe – as well as in Russian Federation, Central Asia and Caucasus – evolved with both the development of culture theory (culturology) and the development of sciences of organization (scientific organization of work, theory of systems), and was applied to art production within a given social context. The practical training aspect was neglected, and experience was only gathered from the field through research or case study research.

On the other hand, art school departments, especially in the fields of theatre and film, were very "process" oriented and put the technological components of film or theatre production at the heart of the learning process<sup>6</sup>. Seeking to escape the constraints of socialist ideological pressure, art schools tried to focus on the technological aspects of cultural and artistic productions, the economic aspects of arts production, the most appropriate labor law for artists in cultural institutions, etc. They also tried to incorporate into their curricula a wider cultural dimension through things like the study of festival production, cultural tourism, and associations and amateur movements as forms of cultural action. In this way, the profession of *art producer* was introduced and developed in the region.

The democratization of culture and ideological demands to spread culture among the masses – an idea also imposed in the 1970s – prompted the rise of a new profession: socio-cultural worker, "cultural officer (referent)," or the more European "animator" (Croatia, Poland).

But in today's world, where cultural policies are oriented toward a free market economy, the basis for these training programmes are often considered completely inadequate. In many schools, departments have been shut down instead of reformed. In others, "technical" managerial training has completely replaced the study of socio-cultural and socio-political issues. It is hard to find subjects covering things like art for social change, community arts, theatre in education, cultural diversity and even cultural tourism, because such topics are closely associated with previous ideological instrumentalization of the arts. It is only now, 12 years after changes, that in some schools socio-cultural animation and community arts have started to be re-introduced, but with Western expertise and know-how.

In spite of the fact that all of the schools had to change to respond to an environment with different demands, the traditionally conservative university system resisted change more than art schools did. Often separately, but even where they are part of universities, art schools have been much more open to changes, being inherently more experienced with project work and practical tasks (vocational), and less hierarchical.

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<sup>5</sup> Meaning applied cultural studies.

<sup>6</sup> The Department for Organization of cultural activities at Faculty of Drama in Belgrade (emphasizing the teaching of production in the field of theatre, film, radio and television, as well as cultural policy and management) was created in 1960, and was followed by many similar departments at other schools – like the department for Theatre Economy at the Leningrad Theatre School. Professors Jovic and Ujes from the Belgrade school and Professor Jufit from the Leningrad school had been in close cooperation and collaboration practically until the economic collapse of both states in the mid-80s, when exchanges were no longer possible.

So it was only several years after the fall of the Berlin Wall that real business management and definitions of cultural activities as part of "free entrepreneurship" were adopted. Consequently, a new approach in teaching was applied – a strategic planning-oriented business approach, especially in the field of cultural industries like film, TV and publishing, but also in the performing arts, heritage, etc.

However, this approach differed from how art management training was evolving at the same time in Western Europe, where cultural policy research and analysis had a huge impact on training, and where many state and smaller bodies in the field of art and culture were created (which increased the need for cultural administrators at all levels, state, regional and city). Conversely, in Central and Eastern Europe, cultural management has been foreseen as a major force of desestatization . (It has to be emphasised that in Central Asia and the Caucasus, this debate has not yet arrived on the agenda). The profession of cultural administrator has not yet lost the stigma it acquired under socialist regimes, as a representative of the State/ Communist Party ideology on different territorial levels.

Cultural administration today is a vastly different profession, populated by highly-educated professionals who are able not only to implement a state or city's cultural policies, but also to contribute to policy making, advocacy, and developing debates within a community.

Several major stimulants aided the further development of cultural development programmes and study curricula in the region. Some of the major ones include:

Council of Europe – Evaluation of cultural policies program;

EU programmes (PHARE...) and bilateral actions by the British Council, French government (through COCOP programmes, Courants, etc.) and Goethe Institute (mostly peer group trainings);

UNESCO Chairs in Cultural Policies and Management; and

European civil sector initiatives (European Cultural Foundation, Stichting Caucasus Foundation, Felix Meritis Foundation, etc.).

The majority of the countries in transition agreed to go through the program of cultural policy evaluation by the Council of Europe, where the training of art managers was considered one of the crucial factors needed to stimulate new partnerships and trends in culture (desestatization, market orientation and entrepreneurship). However, training and education institutions wanted to distance and distinguish themselves from policy issues, still incorrectly connecting the notion of cultural policy with politics and state control. (There are only a few examples in the region of projects for the training of civil servants in cultural policy making, mostly organized by NGOs like G17+ or the PALGO center in Serbia<sup>7</sup>, which are part of larger projects on capacity building of local public administration.)

As the above example shows, the NGO, as a new and modern form of organization, has entered the field of education very ambitiously and aggressively, and often with high visibility provided by foreign support – something often only available to NGOs and not state schools (British Know-How Fund, European Cultural Foundation, the Soros foundation network, etc.).

In this way, short art management training courses have started to flourish as if art management training had never existed before, completely under the influence of training centers in the West and their unique brand of short courses for professionals<sup>8</sup>.

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<sup>7</sup> As those centers are not devoted mainly to the training of cultural development personnel, they have not been asked to submit their profile to this database.

<sup>8</sup> Analyzing the Western partners of Eastern NGOs – certain NGOs are constantly present – very often those who are not giving such kind of courses in their own countries.

With the advent of competition in the region, many art schools and universities had to introduce changes, or at least to try some experimental programmes like summer schools, etc. (Moscow GITIS developed with their student alumni NGO "Art profi," an international summer school for students of theater production, etc.)

Another big push occurred in the region after the development of the UNESCO Chairs in Cultural Policies and Management program. This was the stimulus for universities to start reforming their curricula, and to enlarge their functioning scope – to be more open to foreign lecturers, practitioners and student exchange. However, we must emphasise that the guiding concept of the UNESCO Chair is very different from what is taking place, for example, in Hungary, which just "crowned" its work with the UNESCO chair title, without making any substantial change, or in Slovakia, where the chair is only working on curriculum development, or Bulgaria, which organized short courses for professionals with no requirement to enter University programmes. At the same time, it has to be said that at the majority of the universities and training centers in this region, such opportunities were previously unknown (along with any UNESCO competitions and deadlines in general).

The range of educational institutions in the region of Central and Eastern Europe, Central Asia and Caucasus is now tremendously varied. There are:

Hundreds of state universities;

Ten to 20 state art schools;

A few private universities;

Ten state/city-initiated training centers for continuous professional development in culture & media; and,

An estimated 30 to 40 NGOs with relatively consistent permanent training programmes.

This diversity had contributed to the variety of profiles of art management training programmes; there are five basic types of curriculum in this area:

Cultural studies & humanities (Culturology departments);

Art production and management;

Economic-commercial studies & business management;

Social sciences (sociology, social work, pedagogy, andragogy, etc.); and

Professional trainings (public training centers & NGO) in continuous professional development.

Some countries offer the classic four-year study curriculum (producers' departments at faculties for the performing arts in Moscow, Skopje, Cetinje, Baku, the cultural management department at the University of Art and Culture in Ulan Bator), and some universities have developed cultural management as a specialty for students in their third or fourth year of study, but the majority have only developed postgraduate courses, both for students and professionals already working in the field (MSSSES, Moscow, Jagiellonian University Krakow, Academy for Culture in Vilnius, University for Culture in Riga, etc.). Slowly, new market demands for higher education have pushed many universities to organize short courses and seminars for professionals as part of their permanent education process<sup>9</sup>, as well as distant learning (Belgrade University of Arts, University of Pecs, Hungary, etc). Generally speaking, study courses in cultural management differ in terms of their theoretical scientific dominant in study curriculum, around which teaching of certain skills or practical training is developed. The

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<sup>9</sup> Those are usually weekly or weekend courses on things like fundraising, touring, cultural tourism and the arts, or topics aimed at a specific professional group: museum management, library management/marketing, capacity building in performing art institutions, etc.

basic differences are, in fact, in teaching methods and forms of learning. For example, practical training can be organised within a university itself (management of a performance prepared by acting department), or as a placement/internship (in a city theater) or on a study research trip (in a certain region or country). The evaluation of student performance is mostly linked to oral exams and seldom to their success in development and implementation of individual projects –be it a cultural project or research (from strategic environmental analysis to marketing audience research or content analysis within cultural studies), etc.

Art management and cultural development study programmes are based on different background knowledge and professional practices in a very wide range, from cultural anthropology, theory and sociology of culture (cultural studies) to the legal system and copyright norms, economic marketing rules (economics and macroeconomics), and especially methods of social research, management methods and socio-cultural animation methods<sup>10</sup>, etc. This means that the qualifications and competencies, the so-called professional skills and knowledge of cultural managers, should be interdisciplinary but their title and diploma is given according to the dominant major in the course curriculum.

It depends on the cultural context (tradition, system of education and educational policy, situation within the cultural field) as well as on cultural policy and its accents, how and to what extent cultural development and art management training will become a serious academic field, which would demand certain academic competence, as well as research involvement on one side, or practical competence and expertise on the other. It seems that this profile of lecturers is rarely achieved in a good balance. Universities have predominantly academics (which are not involved in art management practice or cultural policy research), and art schools and NGOs are mostly attracting practitioners, who are lacking academic background and research expertise.

In addition, NGOs are inviting foreign lecturers who do not have real knowledge about the region and the problems of cultural context in transition – therefore their lectures, although usually evaluated as highly motivating and attractive, do not equip students and trainees with real competence for the work in the Eastern European environment.

Moreover, the demand for professionals in different fields, from policy makers to practitioners in cultural industries, museum or library institutions, differs from country to country. Employment in art management is a huge issue, because a student who trains in the field has uncertain employment prospects after graduation, especially in the cultural sector. Very often, these studies lead to employment with an international organization in the country, or for a marketing agency (the newly created agencies have been the first in the region to positively evaluate the quality of achievement of art management students, the interdisciplinarity of their knowledge and usefulness of the skills, rarely achieved in the classical disciplinary university system in the region). In a situation where the public institutional system is considered old fashioned and unattractive for young managers, it is hard to expect that graduating students will consider it a priority in their career pursuit. The best students may even explore continuing their studies abroad, and emigrating after getting their degree.

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<sup>10</sup> A wide range of topics exists within curricula, but they are not, obviously, used on all the courses and equally developed. Some are hiding under the same title, but with very different content.

Different characteristics of training courses provided by NGOs and the public sector:

## NGO's

## PUBLIC SECTOR

Contemporary modern know-how  
(discourse)

Stability

Mobility

Infrastructure (space &  
equipment)

Fundraising

Qualified academic staff

Networking

Integration of research  
component

Non-qualified staff for  
teaching skills

Lacking long-lasting effect

Lack of teachers' mobility

Improvised curricula (often just a copy of some  
western short training course)

Slow changes to curricula

## Conclusions

Arts management courses are not just a curriculum – they are education for change! Students are not only passive recipients, but participants together with their professors, in the creation of a new profession. The responsibility of arts management training courses towards social practice – i.e. cultural policies, capacity building and change management of cultural institutions, and the introduction of an entrepreneurial approach in culture – is enormous. It is at the same time a movement, a resource center, a center for future consultancy/expertise of a Ministry of Culture. It can be a stimulus, but it can also be restrictive to the real autonomous development of curriculum.

However, the major challenges in rethinking the forms and methods of training for cultural development personnel are coming from the cultural, political, economical and technological domains.

Paradoxically, the entry strategy of arts administration and management into mainstream universities has really never been discussed in Central and Eastern Europe. They are, in a sense, marginalized and not integrated, in spite of the fact that the majority of the curricula are incorporating different university disciplines from other, more "standard" departments. Interdisciplinarity of arts management curricula had been achieved long before the "Bologna debate" began in Eastern Europe, as coordination of different courses taken from different standard academic disciplines. (Macroeconomics together with Theory of Culture, Psychology/Social Psychology together with Music History, etc.) It is extremely complicated to truly implement interdisciplinarity into the classical university system. Conflict and debates are raised around two issues: first, what "interdisciplinarity" means from the standpoint of one concrete discipline or topic, and second, how to create a system in which the

knowledge (awareness) about the interdisciplinary field would be received not through parallel sessions of different disciplines, but through specific modules which are interdisciplinary in themselves.

The previous lingua franca in the region, Russian, greatly influenced thinking and teaching. The new lingua franca, English, has encouraged the adoption of approaches, models and standards that are often more American than English, but is definitely not adequately adapted to the transitional circumstances of those countries, or to European concepts of cultural policies and their implications for arts management. Therefore, it was an enormous leap from ideologically oriented "culturology" toward pragmatically oriented "management". However, both concepts are inadequate and inappropriate as such unless they are put into a regional socio-political and economical context.

The level and quality of arts management curricula and training in the region are hardly ever discussed. The majority of the training courses do not have any European links, and they are not even classified in the official directory of the training centers of the Council of Europe (many university departments and centers have never even heard of it). Further, there is no national accreditation/assessment of the programmes (they often depend of the rector's or dean's good will) and externally accredited programmes are also rare (MSES program is accredited by Manchester University), so their quality can be seriously called into question.

To conclude – there are only few countries without any arts management education or training course (Bosnia, Moldova, Tajikistan, Turkmenistan, and, paradoxically, Slovenia). In the majority of countries training is still offered within the traditional university structure (in "Russian language") and in art schools (in "English language"). This means that the studies are under the control of the Ministry of Education, and that the Ministry of Culture is usually completely absent from discussions that define the aims of the courses, the target groups, or curriculum.

That is why there is still a great need for training-of-trainers seminars at every level, as well as for educational policy seminars in this field.

It is also important to stress that the necessity of educating art managers and cultural administrators (policy makers) is increasingly emphasized in reports and papers about cultural policy and development, especially in Central and Eastern Europe (not yet in Central Asia and Caucasus), although there are great differences in viewpoints, not least of all, what to call the profession practiced by cultural development specialists.

The diverse nominations have included: cultural manager, producer, entrepreneur, organizer or art manager, cultural program coordinator, program editor, and art coordinator. Absent are old names that include words like "administrator," "worker," and "officer". Proposed labels like "cultural animator", and "socio-cultural animator" signify that this profession in Central and Eastern Europe is still evolving from the old to the new system, with the partial understanding at least that a need exists for systemic changes, and for linking art management education more to market demands than to policy issues.

Systematic evaluation and quality assurance are still unknown terms in most of the training courses, as well as ECTS, participation in student exchange programmes, etc. In spite of the fact that a majority of training centers are interested in an international dimension, topics such as networking, EU cultural policy, intercultural management, etc. are still absent, as is a systematic practice of professors and student exchange. A majority of the universities and schools are not members of ENCATC, ELIA or EUA , which shows a certain lack of vision and absence of development strategies.



New training needs:

Help in organizing different forms of "retraining" for university professors (peer-group training, training for trainers, mobility grants, seminars, etc.);

Cultural policy education and spread of information for a majority of trainers in the region (lack of general knowledge about international organizations and their activities, due to the general lack of transparency in political life outside Central Europe); and

New forms and methods of practice-based research, as well as the most appropriate methods of research such as case studies, focus groups, etc.

Recommendations:

To coordinate and develop this area, together with other education policy actors in the field (such as the European University Association, or EU, within schemes like TEMPUS or other similar supporting scheme), putting cultural development into the priority areas of EU programmes (arts management curricula development, culture and development curricula, etc.).

UNESCO and other intergovernmental organizations should initiate and support the creation of inter-ministerial programmes in this field, on a national level, by creating a committee within UNESCO that links education policy makers with art and culture policy makers, to envisage together what could be done for each specific region and to raise debate on the role and impact of training for cultural development personnel. Otherwise, all the recommendations of both UNESCO and Council of Europe in this field are not reaching the Ministries of Education and the higher education opinion and policy makers in general.

To stimulate innovative work on improving curricula and methods of teaching (by organizing competitions etc.) by asking schools and training centers to send models of the most successful way of "learning".

To develop an assessment program that includes external evaluation, assessment of the training courses. (A majority of universities in the region do not have the means to invite external evaluators, or to develop any kind of quality assurance program, unless they are accredited by another university, usually British.)

To assess the impact and importance of the UNESCO Chair in the region, as well as other institutions, trying to stimulate them to act more as "centers of excellence" or knowledge transfer centers.

Following the assessment, to identify and encourage good models of education and training with long lasting impact.

To help in developing the appropriate regional training centers for the trainers, academics and researchers in the field.

To stimulate practice-based research and academic research within those departments (a research component is lacking in a majority of the centers).

To support more sub-regional training programmes initiated and realized with know-how from the specific sub-regions (Central Europe, Balkan, Baltic, Eastern Europe, Caucasus, Central Asia, etc.).

To create an association of art management educators aimed at all teaching staff and trainers (even if the institution is member of ENCATC or ELIA, it does not mean that the majority of the staff is at least aware of that and that anyone is making use of it).

Through association to develop research and debate on crucial issues, such as employability of cultural development personnel on key positions in the public sector (policy making), or contribution of the schools to research and knowledge in this area, pedagogical tools developed, etc.

Finally, to create a CD-ROM on culture and development in Central and Eastern Europe, where through interactive multimedia each school could present one issue of culture and development – from policy making to cultural industries and entrepreneurship (and how to motivate it), or from heritage management to festivals as part of an integral developmental policy in the region (lack of teaching and learning tools is evident).

# **Survey of institutions and organisations providing training for cultural development personnel in Western Europe**

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## **The cultural sector in the 21st century**

By most measures, the cultural sector is now among the top five or six areas of the global economy, employing millions of people across the world and having a turnover measured in terms of many tens, perhaps hundreds, of billions of dollars. To give just one example, a further important landmark in the rapid growth of the cultural sector was reached in 2001 when the international trade in cultural services and products moved to the top of the league table of the United States of America's foreign trade earnings.

The 20th century in particular saw major developments in public support for cultural services and institutions - theatres, cultural centres, orchestras, opera and dance companies, museums, galleries and heritage sites and buildings, among other things. This has been accompanied by the establishment or major expansion of supporting cultural administrations and agencies such as cultural ministries, arts and cultural offices and arts, heritage and cultural councils to develop, promote and finance these initiatives, at the national, regional and local levels.

Also, modern concepts of democratic accessibility, communication and public accountability have all been significant growth points and pressures on both new and long-established cultural institutions alike. The past 20 or so years have also seen many challenges to long-held assumptions about the proper levels and nature of taxation in democracies, and the abandonment of the systems of State control and financing common to the former Socialist states of Central and Eastern Europe.

The great majority of the now more than 40 independent states of present-day Europe are to a greater or lesser extent following the lead set by the United States and United Kingdom in the 1980s and 1990s in terms of reducing taxation and many areas of public spending, and in seeking far greater "accountability" and "value for money" from public sector organisations in most sectors, including the arts and heritage, often accompanied by significant reductions in public financial support at the same time.

Also, previously very clear boundaries between the (rapidly expanding) commercial "cultural industries" sector and the public (or subsidised NGO) sector arts and heritage institutions and services have become increasingly blurred with the apparently ever-expanding programmes of public-private financial and business partnerships, ranging from sponsorship deals through the partial or even total privatisation of services previously provided and managed by the cultural institution itself, such as a wide range of technical support services, the box office, catering and publicity. To this must be added the increasingly widespread use of private sector management and financial consultants, brought in to assist in programmes of reform.

## **The changing nature of cultural management and professional work**

Another marked trend of recent years, especially in Europe, has been the move towards decentralisation and delegation of power, responsibility and accountability at all levels: from highly centralised national governments to regional and local government autonomy under the principle of

“subsidiarity”, and an equal or even greater parallel trend towards decentralisation and delegation of management and financial responsibilities within organisations and institutions.

Consequently, nowadays even relatively junior and inexperienced younger professionals and technicians within businesses and organisations, including those in the cultural sector, are often expected to take on a more substantial management and financial role in relation to both their general work and any special projects with which they are concerned than would have been expected of the most senior levels of management less than a generation ago. Recent United Kingdom government research suggests that in Britain between one-fifth and one-quarter of the total workforce (over three million jobs), including the great majority of professional positions, now carry significant management or supervisory responsibilities in addition to their traditional professional or technical ones.

Therefore, in many countries ways of ensuring the effective management and administration of publicly supported cultural institutions and services in these times of major change, (and often of declining resources as well), has become a major concern to government and both national and local cultural agencies, as well as within the cultural management professions themselves.

### **Professional education and career development**

As a result of such trends, in at least some European countries, there is an increasing emphasis on ensuring that the initial professional and technical education of future cultural sector professionals at university and postgraduate levels include appropriate management education elements. This, however, is not enough: With the pace of change in terms of both policy and operations, it is becoming clear that Continuing Professional Development (CPD) throughout the working life of all professionals and managers should be seen as a necessity by both employers and cultural sector professionals themselves.

This in turn requires a range of different kinds and levels of training and professional updating opportunities. These range from short updating courses and introductions to new skills, opportunities for staff to gain experience outside their current regular employment through job-swap exchanges both within and outside the employing organisation, temporary attachments to other units or organisations (including international exchanges), and through opportunities for more extended specialised advanced professional and managerial (including administration) education provision, such as specialised master’s and doctoral studies and research in universities.

The past years have seen the emergence of an already significant (and rapidly growing) number of specialist professional education and training programmes and courses, which are specifically focused on the perceived needs of employing organisations and professional and technical workers. In some cases the emphasis has been on those working (or intending to work in the future) in the public sector or quasi-public cultural organisations and agencies. Both the curriculum and recruitment of these typically prioritise public sector arts organisations and local government cultural departments including cultural ministries of national and regional governments, together with cultural institutions and organisations in the non-profit voluntary sector, though supported by public subsidy either directly from a government department or agency or through an “arms-length,” publicly supported body such as an Arts Council.

### **General management (including “administration/administracion” and “gestion” in French-speaking and Spanish-speaking countries)**

Specialised programmes focused specifically on cultural management education and training are relatively recent creations in comparison with those for both general management and for the management of other parts of the cultural sector. Specialised advanced courses for the industrial and

commercial worlds can be dated back to at least the establishment of the Harvard Business School and the first MBA (Master of Business Administration) in 1908, and by 1912 Harvard was already developing the core MBA teaching and learning technique of working from practical case studies. High level education in the administration and management of governmental and other public bodies became common in a number of countries from the 1940s onwards, as seen in the establishment in 1945 of France's all-powerful "ENA" - L'Ecole Nationale d'Administration, followed soon afterward by Diplomas and Master's degrees in Public Administration in Universities and Colleges and then a Civil Service Staff College in the United Kingdom.

Over the decades, and continuing today, very significant numbers of senior leaders of cultural sector ministries, institutions and organisations have followed the "general" management or public administration course and qualification routes, such as an MBA course or that of the ENA or similar national advanced public service staff colleges, drawing on cultural sector management for some of their work-related case studies and problem-solving exercises. Indeed, the Harvard Business School is today a major provider of tested and proven cultural management case studies, which are used under licence (and for payment) by a number of the newer specialised cultural management courses around the world.

## **Related professions**

Related cultural sector professions, such as libraries and museums, have very long-established professional education and training programmes covering both management and administration, in addition to more technical issues of professional practice, and a high proportion of senior staff within cultural ministries and services currently come from one or other of these professions, while many other such staff were originally trained and began their careers in other professional areas that have emerged over the past half-century, particularly leisure and heritage management.

In the case of librarianship such programmes have existed for almost a century. In the museums, galleries and heritage sector, the first advanced university course in museum practice and management was established in Argentina in 1927, while an international postgraduate level Museums Diploma, including substantial management content, was launched across the United Kingdom and the overseas Dominions in 1931.

UNESCO's first active involvement in the field seems to have been the 1971 launch, in partnership with the International Council of Museums (ICOM), of a recommended "Programme Type" (Model Curriculum) for museum professional training, including general management and administration training, which has been a major influence on the curricula of the majority of the world's 500 or more advanced museum professional training courses. Again, as with general business management and public administration courses, significant numbers of senior managers in the arts around the world have undertaken advanced management within one of the parallel or related divisions of the cultural sector, such as libraries or museums.

More recently, employment in, and professional training for, newer but still related professional areas such as sports and leisure management, heritage management and tourism management have grown exponentially, and today across much of the European cultural sector "generalist" professionals without a professional background in one or more specific cultural services are now holding many of the most senior cultural management and development jobs, particularly those within public sector cultural services.

## **Cultural development and management**

In contrast with the century-long European and North American tradition of advanced (now mostly postgraduate) business and public sector administration and management, and of professional education and training in most other cultural fields, for example, librarianship, museum and gallery curatorship and journalism, training for arts and cultural policy administration and management is a relatively recent development. This is surprising, in view of the considerable number of institutions and organisations, and of course employees, in the arts, at least compared with the level of employment in the apparently similar museum, gallery and visual arts sector.

Possibly this is, at least in part, because the cultural sector itself has not been as enthusiastic as some others in recognising and supporting specialised professional education and training. In some major European countries there is still a very strong tradition that expects those in senior cultural policy and management positions to have had a conservatoire-type education followed by successful professional practice in the relevant major art form, such as music, theatre, dance, contemporary visual art or film and media practice. In some other countries the most senior appointments in the arts and heritage are still restricted by practice (or even by law) to that country's corps of senior public servants, while - increasingly - appointments are being made from the business sector, in all such cases without any serious consideration of their expertise and knowledge (or otherwise) in relation to the organisation or institution in which they are to be employed.

The terms of reference for this UNESCO/ENCATC survey focused specifically on education and professional training for what UNESCO has in several policy documents of recent years termed "cultural development personnel". This is regarded as an all-embracing term, which includes all professionals, animateurs, managers and administrators working in organisations and institutions across almost all areas of UNESCO's Culture Sector. Indeed, the concept of cultural development personnel clearly also covers significant parts of UNESCO's Communication and Information Sector, particularly libraries, archives and the media, including broadcasting.

However, the term cultural development personnel as so defined is still not yet in general use, nor is it widely understood. In fact not one of the 153 centres, courses and organisations that responded to this survey actually use this terminology or claim in some other way to provide education and training for "cultural development personnel". (The only European institution that does use the term - the University of Avignon, France - appears to have been a "non-return" within the present survey.) Instead, almost all use the much better understood and well-established terms of cultural manager, arts, music or theatre manager or administrator, curator, animateur, librarian etc. This appears to have led to some significant differences in responses from and self-selection of particular programmes for inclusion in this survey and database. There are also very significant differences from country to country as to the type of organisation or programme that has actually responded, suggesting that the objectives of the study have been interpreted in the light of national or local traditions and expectations.

The present UNESCO/ENCATC database has generally included all the programmes submitting returns that described themselves as providing specialised education and training courses and programmes relevant to the following nine categories of cultural development personnel: Art Administration, Arts Management, Cultural Administration, Cultural Management, Cultural Policy, Cultural Studies, Heritage Management, Media Management, and Museum Management. However, in addition to this, a small number of returns have been included for programmes covering several other areas of cultural sector employment including academic art history and critical studies, librarianship, museum and gallery curatorship and museology (as opposed to museum management), art conservation and restoration, and even one course on the sociological implications of current advances in biotechnology and genetic engineering.

Though the provision of specialised professional and management education and training for the arts and cultural policy and management had a late start compared with related areas such as library, museum and archive work, there has been a rapid increase in the number and scale of such programmes since the creation in 1975 of the first international co-ordinating body for such programmes: the United States-based Association of Arts Administration Educators (AAAE), which, among other things, organises an important biannual international conference to exchange information and experiences among members.

AAAE was, and remains, focused on what it calls Arts Administration, noting that its membership consists of “university graduate and undergraduate programmes in arts administration, encompassing training in the management of visual, performing, literary, media, cultural, and arts service organizations”. This in turn was followed in 1992 by the creation of the European Network of Cultural Administration Training Centres (ENCATC), to provide a system for exchanging information and resources at the European level.

A review of their respective memberships shows that in practice both AAAE and ENCATC take a significantly wider view of the concept of “arts administration” or “cultural administration” respectively than the AAAE terms of reference quoted above would suggest. For example, both the membership lists and the range of professional and management education and training programmes that they include in their directories of resources, such as this new ENCATC survey and database of specialised cultural management education and training, include programmes of librarianship, museology, and even specialised conservation and restoration, as already noted above.

This in turn reflects the increasingly complex nature of the cultural sector globally, nationally and locally, in which rigid divisions between, for example, arts management, museum management and library, archive and information service management are disappearing. At the national level very few European culture ministries deal exclusively with culture (or even only culture, communication and the creative industries). Much more typical are ministries responsible for both public education and culture, or for culture, sports and recreation, culture, heritage and tourism. These trends are even more marked at the regional and local government levels, where one increasingly finds departments of arts, libraries and museums, of culture, sports and youth, or leisure services, including heritage, culture and tourism, or even an all-embracing “community services” department, responsible not only for all of the cultural services already mentioned, but probably town and country planning, the public health service and consumer protection as well.

Add to this the current trend towards team-based management within such services, and it is already by no means unusual for someone trained specifically as an arts manager to find that he or she is also required to take on, or contribute substantially to, policy development and both strategic and operation management in relation to very different fields, such as sport and recreation, libraries and museums, or environmental protection. Recent national studies in Britain indicate that as a result of such changes between 15% and 20% of all employed persons (nearly three million workers) now have significant management or supervisory responsibility, and are therefore at least in part managers.

Of these the great majority are holding what are primarily professional rather than administrative or managerial positions, and now have increasingly urgent need for an understanding of this management role alongside their professional or creative ones. Even where traditional specialisations among middle and senior managers still survive at present, such changes are very likely in the comparatively near future as these now global trends spread to more and more countries and regions.

UNESCO and other international organisations, notably the Council of Europe, have in recent years been placing increasing emphasis on the need to develop and promote advanced courses and programmes, and - not least - research within this field. Notable developments have been the creation of UNESCO Chairs in fields such as cultural and media policy, and a series of commissioned studies, expert meetings and surveys (including the present one) under UNESCO's Programme for -2000-01 and 2002-03.

The Council of Europe's work in relation to both cultural policy and management standards and training (e.g. through the series of national cultural policy reviews) has also been very relevant. Furthermore, the Council's far-reaching moves towards the standardisation of the levels, descriptions and quality assurance systems for all European university qualifications by 2009 under the Lisbon Convention of 1997 and the Bologna Declaration of 1999 will require comprehensive reviews and revisions of just about every university-based programme over the coming few years. For example, the national higher education qualifications and quality assurance for English universities and colleges expects all the country's higher education institutions to complete before the end of 2004 the required review and revision of the specifications, objectives and assessment standards of each of the country's many thousands of university qualifications and courses.

### **Towards common standards of education, training and professional development**

Employers, professional bodies, and educational institutions alike are calling for all cultural sector professional education and management programmes to place more and more emphasis on what might be termed "generic" (including management) skills within their curricula and practical work, rather than just concentrate on specialised policy and skills. This is seen as essential if their alumni are to take on the wider, and probably rapidly changing, roles that are likely to be demanded of them in the future. For example, in the United Kingdom national "generic" standards for the content of every management training programme, first articulated in the "Management Charter" of 1989, and updated as the national Management Standards of 1998, have now been adopted as the core of the management programme and qualification standards for all major fields of employment and economic activity, and will eventually cover most if not all of the estimated 3 million jobs that have a significant management content.

These standards are based on demonstrating the competences that are required "to achieve the organisation's objectives and continuously improve its performance". Seven key roles and competences are identified for all who have any sort of managerial or supervisory responsibilities, i.e. just about all established professionals, not just those whose job titles include words such as "manager", "director", or "supervisor". These, it is argued in the Management Standards, must now be competent to:

- Manage Activities
- Manage Resources
- Manage People
- Manage Information
- Manage Energy
- Manage Quality
- Manage Projects

Within the cultural sector, the Cultural Heritage National Training Organisation (CHNTO) adopted the national Management Charter standards and competences in the late 1990s, and some CHNTO-validated professional training programmes for the museum, gallery and heritage sectors have already revised their programmes to include, or make more explicit, these objectives. Metier, the parallel national training organisation which is currently developing vocational qualifications and standards for



the arts and entertainment sector, including much of the performing arts such as theatre, concert hall, music and media technicians and performers as well as arts managers, has indicated that in accordance with what is now established government policy they will in due course be following CHNTO in adopting the Management Charter standards and competences as core elements in all its future cultural sector professional and management qualifications and course validations.

### **Findings of the UNESCO/ENCATC survey**

This new survey and database details 153 institutions, centres and organisations in 35 European and Caucasus countries, which have reported that they are providing training relevant to the needs of cultural development personnel. This is more than double the number covered by European surveys of the late 1990s, making the new study a most important new resource for informing governments, the professions and actual and potential students about the range of cultural administration and management programmes now available.

The survey demonstrates the rapid growth in professionally related courses and programmes in the field. At one extreme these cover short courses and workshop sessions which last no more than a few hours and which offer no formal qualification other than a certificate of attendance, through to university qualifications. At the other extreme, there is a very wide range of university degree and diploma programmes, together with doctoral and postdoctoral research opportunities in relation to cultural policy, management and operations research, as for example at City University London, which currently has more than 40 research students (in addition to over 100 on taught postgraduate courses, mostly at Master's degree level).

This is a rapidly changing scene, with a considerable number of new programmes being launched every year at the present time (though with a smaller number being temporarily or permanently suspended for one reason or another).

Perhaps the survey has been viewed by institutions primarily as a marketing opportunity, so that those programmes that are already heavily oversubscribed did not see the need for further publicity through listing in the database.

There seem to have been significant differences from country to country in the criteria used to identify possible organisations and courses to be surveyed. It is well known that the rapid moves towards decentralisation of responsibility for culture in many European countries (and not just in those traditionally constituted as Federal States) is making it difficult to maintain even the most basic national cultural statistics, let alone central registers or directories of university and professional programmes. (It has recently been argued that because of such decentralisation and devolution we now have a European Union that comprises nearly sixty autonomous regions and territories, at least in relation to cultural policy, management and action nations, rather than the nominal Member States of the EU.)

Despite the limitations, this new survey and database offer a detailed insight into the actual curriculum of many of the courses and programmes surveyed. It is therefore doubly regrettable that a smaller, though still significant proportion, chose not to submit the requested detailed information on their curriculum, course content and standards. Persuading them that they have nothing to fear from the open publication of such details of their programmes should be another priority of the continuing programme for future maintenance of the present survey. The openness already demonstrated for a number of years by the longer-established ENCATC and AAAE members in publishing curricula details in the AAAE or ENCATC membership directories is a commendable example to which such doubters could be referred.

In marked contrast with the position in relation to, for example, the museum sector of an MBA course, the absence of any generally accepted guidelines, consensus or recommendations on the core requirements for a cultural management curriculum is demonstrated by the very wide variation in curriculum content from one course or centre to another within the survey, where this requested detail has in fact been provided.

For example, that of the four-year course at the HCC-MUC (Munich Academy for Television) concentrates very largely on the creative, historic, critical and technical aspects of film and television production, with just three modules which others would regard as cultural management-related: Communication and Media Theory, Producing and Media Economics, and part of the Advertising, PR and Image course. Similarly, the four-year programmes of the Cologne University of Applied Science are very largely focused on Library and Information Science and Information Economy policy and practice. The BSc, MSc and PhD programmes in the Swedish School of Library and Information Studies, (SSLIS) at Borås, Sweden, similarly concentrates very largely on Library and Information Studies, with just optional courses in Arts Policy and Arts Management, while the four-year courses of the Leipzig University of Applied Sciences are in Library and Information Science, Book Trade and Publishing, or Museology. The definition of what is a European institution or course can also be problematic; for example, the Istituto per l'Arte e il Restauro "Palazzo Spinelli", though based in Florence, in relation to cultural management appears to concentrate largely on a master's degree in Management of Cultural Heritage, which is in fact taught in Ouro Preto, Brazil.

At the other extreme, in terms of lengths of courses, the European Academy of Music Theatre, Vienna, is primarily a support organisation, and offers a three-day Music Theatre and Economics programme. Falling between the two extremes are programmes such as the three-month course at the Panteion University's Regional Development Institute, Athens, which offers a certificate level training programme for cultural administrators, with courses in cultural policy, international cultural co-operation, Greek cultural heritage, aspects of contemporary European culture, contemporary arts in Greece, introduction to general management, planning and management of cultural projects, management of cultural institutions and cultural action in local communities.

However, the survey and database show that there are signs of an emerging consensus, or convergence, on the essential requirements for an advanced contemporary cultural management programme, such as those at the master's or postgraduate diploma levels, with a significant number following curricula which seek to balance teaching and learning about the nature and organisation of the cultural sector with the study of key management skills and conduction of original research. A typical example of this group of courses or centres is the Sibelius Academy, Helsinki, which has offered a two-year, full-time master's degree in Arts Management (taught in English) since 1997, in which each student undertakes the following main curriculum units:

**Arts Management Framework:** including Introduction to Arts Management, National Policy-making in the Arts, European Framework, Municipal Framework, Law and the Arts, Organisation Visits & Visiting Lecturers.

**Management:** including Human Resources Management; Producing and Project Management; Art and Technology; Management Communication Skills; Multicultural Communication Skills; Finance & Marketing; Marketing the Arts; Fund-raising & Sponsorship; Financial and Managerial Accounting 1–2; Audience Development & Education; Media Relations.

**Leadership:** including Leadership theory; Leadership workshops.

**Thesis and Supporting Studies:** including practical skills development in written and spoken communication.

Similar patterns are found in several other programmes in the British Isles, including City University and Greenwich in London, the Université Paris 8, St. Denis, Paris, ICCM – International Centre for Culture & Management, Salzburg, Austria, and in the University College, Dublin's MA in Cultural Policy and Arts Management, where the main elements are: policy studies (including the social and economic context); public policy and administration; comparative studies in cultural policy and management and employment policy for the sector; business studies, including accountancy, management, business administration and marketing; and a work placement attachment to an external cultural organisation.

Other programmes have perhaps a greater emphasis on cultural policy, such as that at Warwick University, UK, where the MA in European Cultural Policy and Administration has core courses on cultural policy, cultural industries, and cultural theory, with optional courses of Marketing Management, Financial Management, Cultural Policy in France and Germany. This is added to a cultural placement, a case study to develop skills in arts management, and a research project.

## **Conclusions and recommendations**

1. With the growing complexity of most cultural management jobs, and the increasing trend of delegating management responsibility to more junior staff, most professionals in the cultural sector – whether in the arts, museums, heritage, libraries, or cultural ministries, etc. – now have substantial, and increasing management responsibilities and need to have access to relevant management education and training. This may be offered by specialised cultural management education and training programmes, but there are other pathways, particularly “general” management programmes such as MBAs and professional development and management programmes for related professions, such as leisure, recreation, library, museum and heritage advanced management and professional programmes.

2. However, in some countries that have legally regulated cultural sector professional and public service employment, it is still not unusual to find that the necessary changes in public sector employment legislation have lagged far behind the reality of the situation. It is by no means unknown for one arm of a government to finance specialised professional and vocational courses and qualifications, but that are then not recognised for recruitment and employment purposes by the ministry regulating employment in the public service.

3. Conversely, specialised cultural management programmes need to recognise that many of their former students will need to serve as managers more generally, perhaps in areas of cultural sector or general management far removed from their specialised area of e.g. arts or cultural management, and therefore ensure that their curriculum is broadly based and linked to the requirements of general management competence.

4. This survey and database is an important development and has brought together much valuable information. It is therefore vitally important that the launch of the UNESCO/ENCATC survey should be seen as the beginning, not the end, of the process, and that both organisations should immediately initiate active measures to maintain, update and extend it on a continuing basis:

- (1) to ensure the prompt addition to the database of the obviously considerable number of new programmes that are currently starting up every year;
- (2) to seek to persuade relevant courses and organisations that have so far not responded to provide the details that will allow them to be added to the database;

(3) to remove those that close down (also a significant number each year), or which appear to fall outside the defined criteria. (On the latter point, policy decisions are needed in relation to the very small number - perhaps 5% - of the listed courses and programmes which are in fact specialised courses and qualifications in professional librarianship, art restoration, or academic studies in art history or cultural studies. If these fields are to be retained in the UNESCO/ENCATC database then efforts will need to be made to include all such programmes across Europe. However, there are very considerable numbers of such courses: probably more than a hundred in each of the four fields, and their inclusion would change the focus and balance of the database very considerably.)

(4) to expand and update the detailed data on course and programme curricula, content and programmes, and their learning and competence objectives. This part of the proposed updating work will of course be essential in relation to those programmes, which have not yet provided such information for inclusion in the database. Equally, however, even very well established university-based courses and programmes already in the database are likely to be making (probably very significant) changes in content and presentation over the next three or four years as part of the "Lisbon" and "Bologna" reforms of higher education qualifications,

(5) to encourage governments and other regulating authorities to fully recognise for recruitment and promotion purposes relevant specialised courses and qualifications.

6. Further enhancement of the database should seek to include more details about the curriculum content and both learning and competence objectives from those responding organisations that have been reluctant to provide such detail so far.

7. There is a need for greater co-operation and co-ordination of curricula for cultural development and management courses at different levels. As noted above in relation to the museums and galleries sector, UNESCO-supported curricula guidelines, regularly updated, have now been available for more than 30 years and have been very influential in terms of improving the standards and relevance of training. There is similarly a worldwide consensus on the essential requirements for advanced management training, as represented by the now ubiquitous MBA postgraduate degree. A parallel development of model curricula for cultural development and management education and training is long overdue. Cultural development and management teachers, as represented through bodies such as ENCATC and AAAE, should work closely with representatives of employers of cultural development personnel of all kinds, and with UNESCO and other international bodies, in order to develop such guidelines of model curricula. This work should fully take into account evidence of existing good practice and successful programmes and courses, such as that identified in the UNESCO/ENCATC database, as well as the experience of related professional areas, including those for the museum and heritage sector and "general" management.

8. Another important initiative would be for centres and courses to work more closely together and establish arrangements for the sharing of teaching and learning resources, perhaps beginning with case study material and teaching staff exchanges. The information on curricula now becoming available through the UNESCO/ENCATC survey and database will be an important resource in the necessary future work on common curricula and the sharing and exchange of resources.

## **PART TWO**

### **PROFILES BY COUNTRY**

## REPUBLIC OF ARMENIA

### Center for Cultural Development and Cultural Policy Studies

**7 Mashtots St.**

**Yerevan- 02**

**Armenia, Republic of**

**Director:** Mrs Armine Hovhannisyan - President

Mrs Anna Panoyan - Executive Director

**Phone:** +374 1 535 909/359

**Fax:** +3741 258 463

#### Background, orientation and purpose

The Center for Cultural Development and Cultural Policy Studies, established in 2002, provides new knowledge and practical skills in marketing, management and e-business to arts and culture practitioners. Its aim is to support the development of and co-operation between artistic and cultural processes, and to promote Armenian art internationally.

#### Programme(s) and qualification(s)

The Basics of Marketing and Advertisement for Arts and Culture Practitioners - general course

Management for Arts and Culture Practitioners - general course.

#### Duration

The Basics of Marketing and Advertisement for Arts and Culture Practitioners - 10 weeks.

Management for Arts and Culture Practitioners - 10 weeks.

#### Content

The Basics of Marketing and Advertisement for Arts and Culture Practitioners

This general course provides basic knowledge of markets, strategic marketing and planning, market segmentation and forecasting, also of consumer behaviour, the measurement of advertising effectiveness, and the organisation and control of marketing strategy. Also considered are ethical and social issues in art and culture in general. The deadline for applications is 2 September 2002.

Management for Arts and Culture Practitioners

The general course provides basic knowledge of management systems, managerial skills, strategic planning, organisational and managerial performance, decision making, the leading and controlling of processes, social responsibility and management ethics, development of management careers, management and entrepreneurship, and the human resource management function. The deadline for applications is 2 September 2002.

#### Special information

Students participate in conferences, seminars, meetings, workshops, round tables, etc. organised by the Center.

#### Evaluation and assessment

Student performance is evaluated through examinations and papers.

#### Lecturers

There are four teaching personnel. Armine Hovhannisyan and Yevgeniy Ponomarev are responsible for the study programmes.

#### Entry requirements

Relevant experience and a university degree.

#### Student profile

Restricted to university graduates from Armenia.

**Number of students admitted**

No more than 10.

**Course fee**

Not decided yet.

**Grants or other financial support**

None.

## Stichting Caucasus Foundation

***The Netherlands BCCP / Armenia - Bureau for Caucasian Cultural Programmes  
5 Tumanian St., 1st floor  
Benevolent Fund for Culture Development  
Yerevan, 375010  
Republic of Armenia***

**Director:** Artur Ghukasyan

**Phone:** +374 1 52 02 69/ 52 93 40/ 52 29 54

**Fax:** +374 1 56 21 31

### Background, orientation and purpose

Stichting Caucasus Foundation was established in 1999. It organises all types of arts and culture training, festivals, exhibitions, etc.

### Programme(s) and qualification(s)

"Art Marketing: Fundraising and Sponsorship" Seminar - June 2002

"Practice of Theatre Festivals" Workshop - October 2002

"Contemporary Playwriting" Workshop - October 2002

"New Theatre: Tendencies and Trends" Seminar - October 2002

For more information, please contact the institution.



## AUSTRIA

**BCC - Bogner Cultural Consulting**

**Krugerstrasse 17/2**  
**A-1010 Vienna**  
**Austria**

**Director:** Dr Dieter Bogner  
**Phone:** + 43 1 512 85 77  
**Fax:** + 43 1 512 85 774  
**E-mail:** office@bogner-cc.at

**Background, orientation and purpose**

Dieter Bogner founded Bogner Cultural Consulting in 1994. Its activities are directly connected with the activities of its partner companies. The institution is aimed at museum developers and exhibition organisers who conceive, plan and complete new museums and exhibitions. The educational aim is to convey international experiences in the development and management of museological planning and exhibition to its students in the most direct and practical way. Dieter Bogner organises seminars, teaches at universities in Vienna and Moscow, and offers students the chance to study in an institution with a rich museological library. Students will have the opportunity to participate in projects coordinated by BCC.

Cultural studies are organised in co-operation with the Ministry of Education and the Ministry of Foreign Affairs; seminars and workshops are organised in conjunction with Central and Eastern European institutions in the fields of museological planning and management. BCC's current aim is to start workshops and lectures for small groups of young museum professionals.

**Programme(s) and qualification(s)**

Museum Planning and Exhibition Management I/II.  
 Cultural and curatorial studies, seminars and workshops.

**Duration**

Museum Planning and Exhibition Management I/II - 8 months.  
 Cultural and curatorial studies, seminars and workshops - from weekend workshops to 1-year courses.

**Content**

Museum Planning and Exhibition Management I/II:  
 The training is built around practical experiences and teaches students how to conceive and manage a museum or an exhibition through planning, development, management, communication and press-coverage, and sponsorship to the concluding stages.  
 Cultural and curatorial studies, seminars and workshops:  
 These courses aim to give students the chance to learn how to conceive and manage a museum or exhibition through all stages: planning, initial development, management, communication and press-coverage, and sponsorship. The course work is practical, based on everyday experience, and is carried out in groups of 5-10 participants.

**International/European dimension**

The intention is to create a mutual exchange between east and west and to develop an Eastern European professional network. The institution is a member of ENCATC.

**Special information**

Training activities are unique and based on the activities being conducted by the institutions and bodies collaborating with BCC at the time the course is held.

## **Evaluation and assessment**

Museum Planning and Exhibition Management I/II:

Student performance is evaluated through a final paper/thesis and practical work/internship.

## **Lecturers**

An international group of trainers is assembled for each project. Dr Dieter Bogner is responsible for the study programme (Museum Planning and Exhibition Management I/II).

## **Entry requirements**

Acceptance is based on qualifications and personal interviews.

## **Student profile**

Students are usually between 23 and 35 years of age, and should have a degree in the humanities or arts. They are from Austria and abroad.

## **Number of students admitted**

Museum Planning and Exhibition Management I/II - generally 20-25 students, but small groups of 5-10 participants are assembled for praxis-oriented projects.

Cultural and curatorial studies, seminars and workshops - usually 20-25 students.

## **Course fee**

Museum Planning and Exhibition Management I/II – None.

Cultural and curatorial studies, seminars and workshops - Fees are determined by project.

## **Grants or other financial support**

Grants are possible (students can apply to official institutions of the country where the activities take place).

## Christian Henner-Fehr Kulturmanagement

**Boecklinstr. 48/9**  
**A-1020 Vienna**  
**Austria**

**Director:** Christian Henner-Fehr  
**Phone:** +43 1 720 34 83  
**Fax:** +43 1 729 54 90  
**E-mail:** c.henner-fehr@teleweb.at

### Background, orientation and purpose

The Company, which was founded in 1997, offers services (consultancy, coaching, training & teaching) to individuals, nonprofits and for-profit organisations with the aim of establishing structures and conditions that can be used by arts and cultural organisations as a basis for realising their ideas. During the last few years the Company has offered programmes on financial sources for cultural projects, and European Union funding of culture and cultural projects. For information on future programmes please contact Christian Henner-Fehr.

### International/European dimension

The company is an associate member of ENCATC.

### Lecturers

There is one permanent lecturer at the institution.

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## Donau-Universität Krems

**Dr. Karl Dorrek Str. 30**  
**A- 3500 Krems**  
**Austria**

**Director:** Sabine Aydt  
**Phone:** +43 2732 893-2557  
**E-mail:** sabine.aydt@donau-uni.ac.at  
**Web site:** www.donau-uni.ac.at/kultur

### Background, orientation and purpose

The goal of the master's program is to train participants to become experts in handling international and intercultural challenges. Participants will learn the necessary facts, tools and strategies needed to work with other cultures. Through intercultural, interdisciplinary and creative thinking, they will acquire the skills for realizing their own personal and career goals in the key areas of business, administration and nonprofit work.

### Programme(s) and qualification(s)

MA Programme in Intercultural Competencies.

For more information, please contact the institution.

## DUK - Danube University

***The Department of Cultural Studies***

***Dr. Karl Dorrek Strasse 30***

***A-3500 Krems***

***Austria***

**Director:** Prof. Dr Werner Fröhlich

**Phone:** +43 2732 893 2551

**Fax:** +43 2732 893 4550

**E-mail:** hartnach@donau-uni.ac.at

**Web site:** [www.donau-uni.ac.at/kultur](http://www.donau-uni.ac.at/kultur)

### Background, orientation and purpose

The Department of Cultural Studies at Danube University was established in June 2001. The Department regards itself as an international, national and regional centre in the fields of culture and art. The current dynamic progress of this economic sector in Europe provides momentum for the Department to pursue postgraduate research and training, with the goal of fulfilling vital social needs. Its aim is to facilitate the linking of teaching, research and practice by building up national and international co-operation. It places great significance on user orientation in its cultural and artistic research, with special emphasis on interdisciplinarity. The development of scientific and theoretical bases is seen as an activity supporting practice-oriented teaching.

In the medium term, a range of courses will focus on the fields of intercultural communication, intervention art, the pictorial sciences, archiving, music, design, stage and event management, together with museum and exhibition management. Teaching and research will also take into account the possibilities of combining specific fields; for instance, pictorial analysis and digital archiving technologies.

### Programme(s) and qualification(s)

Center for Bildwissenschaften Ikonographic Analysis and Digital Picture Documentation.

### Lecturers

There are 4 permanent teaching personnel, 2 of whom are women, in the Department of Cultural Studies.

## EMA - European Academy of Music Theatre

**c/o Institut für Theater-, Film- und Medienwissenschaft  
Hofburg / Batthyanystrasse  
A- 1010 Vienna  
Austria**

**Director:** Dr Isolde Schmid-Reiter (Secretary General)

**Phone:** +43 1 4277 48432

**Fax:** +43 1 4277 9484

### Background, orientation and purpose

As a result of the radical changes sweeping through Europe at the time, the European Music Theatre Academy (EMA) was established on 26 May 1992 in the Ständetheater Prag in partnership with following countries and institutions:

Forschungsinstitut für Musiktheater der Universität Bayreuth, Germany;

Theatre "Vanemuine", Tartu, Estonia;

Academy of Science, Prague, Czech Republic;

Institut für Theaterwissenschaft an der Universität Wien, Austria.

Since then, national branch offices have been established. An extensive pan-European network is envisaged.

During its formative stage, EMA was oriented mainly towards extending help to partners in Eastern Europe so they could become self-reliant. Now EMA sees itself more and more as a platform for dialogue. EMA has set itself the task of enhancing and bringing together research in music theory and practice throughout Europe.

The Academy builds contacts between scientists and practitioners, facilitating the exchange of opinions and experiences. It is EMA's intention to optimise both the research work being carried out and the practical cooperation that is ongoing in European music theatres.

### Programme(s) and qualification(s)

Music Theatre and Economics.

### Duration

Three days.

### Content

Music Theatre and Economics is a 3-day conference that investigates the relation between music theatre and economics.

### International/European dimension

With its European institutional partners, EMA plans to build an extensive pan-European network.

### Evaluation and assessment

Because Music Theatre and Economics is a conference, there is no evaluation of student performance.

### Lecturers

There is no permanent staff.

### Entry requirements

Participants should be working in the field of music theatre/music theatre research.

**Student profile**

Participants are from Austria and abroad.

**Number of students admitted**

The current number of students is 80.

**Course fee**

50 USD

**Grants or other financial support**

Available for students and participants from Eastern Europe.

## ICCM - International Centre for Culture & Management

**Gyllen Storm Strasse 8  
A-5026 Salzburg-Aigen  
Austria**

**Director:** Herwig Pöschl  
**Phone:** + 43 662 459841  
**Fax:** + 43 662 459838  
**E-mail:** office@iccm.at  
**Web site:** www.iccm.at

### Background, orientation and purpose

ICCM, established in 1989, offers forward-looking education and training following international standards, complemented by consultation tasks, research and development programmes, as well as publishing activities. More than 700 arts managers have graduated from the programmes offered by the ICCM; around half of those graduated from the European Management Programme for the Arts and Media, established in co-operation with the University of Linz.

### Programme(s) and qualification(s)

European Management Programme for the Arts and Media (part-time/ full-time).  
Salzburg Summer Academy for Arts & Media & Management.

### Duration

European Management Programme for the Arts and Media - 2 years.  
Salzburg Summer Academy for Arts & Media & Management - 2 weeks.

### Content

European Management Programme for the Arts and Media:

The programme combines the teaching of management and administrative skills with the examination of the ethical, political, educational and social questions that underlie the practice, purpose and value of arts and culture; it is offered in co-operation with the University of Linz. The programme's structure consists of courses based on the above, with the purpose of providing post-graduate qualifications by imparting the latest findings and theories of both scientists and professionals. The programme is divided into a Basic Course and an Advanced Course. The duration of the programme is normally six (half-yearly) terms, comprising 110 lessons per term. There is a total of 180 acknowledgeable ETCS-Credits for previous studies and other education.

Salzburg Summer Academy for Arts & Media & Management:

An intensive course for arts managers that enables them to complete specific arts or media projects with a high degree of professionalism. It includes project management, funding and fundraising, marketing, financial management and budgeting. The institution is a member of ENCATC.

### International/European dimension

The content of the programmes includes European structure, policy, and European tasks.

### Evaluation and assessment

European Management Programme for the Arts and Media:

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

Salzburg Summer Academy for Arts & Media & Management.

### Lecturers

All academic staff have professional experience in the arts and media sector. The person responsible for the study programmes is Herwig Pöschl.

## **Entry requirements**

European Management Programme for the Arts and Media:

Students should have a Master of Advanced Studies as well as practical experience.

Salzburg Summer Academy for Arts & Media & Management:

The Summer Academy is intended for arts and media managers from Europe, Asia, Australia, North and South America. Students have to hold an active position in a cultural project and have excellent spoken and written English skills.

## **Student profile**

Ages vary from 21 to 58. A significant number of international students participate.

## **Number of students admitted**

European Management Programme for the Arts and Media - 25 each year.

Salzburg Summer Academy for Arts & Media & Management – 25.

## **Course fee**

European Management Programme for the Arts and Media – EUR 13,100.

Salzburg Summer Academy for Arts & Media & Management – EUR 1,000 (covers the accommodation and organisational costs of ICCM).

## **Grants or other financial support**

European Management Programme for the Arts and Media:

Grants may be available; please contact the ICCM for further information.

Salzburg Summer Academy for Arts & Media & Management:

Participants may be able to apply for reimbursement of travel costs from the Council of Europe, ENCATEC Thomassen Fund or OSI&CAN.



## Institut für Kulturkonzepte

**Gumpendorfer Straße 9/10**  
**A-1060 Vienna**  
**Austria**

**Phone:** + 43 1 58 53 999

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**E-mail:** office@kulturkonzepte.at

**Web site:** www.kulturkonzepte.at

### Background, orientation and purpose

Institut für Kulturkonzepte is a private institution in the independent sector that was founded in 1994; it was the first training centre in Austria to offer this form of targeted and intensive further education for cultural managers as well as artists.

The courses and workshops are short and effective and guarantee optimal contact with the teacher through a maximum of 12 students per group. Using practical examples, the participants learn to develop concepts and organise their cultural projects effectively along professional lines, and to communicate with the media, sponsors and local authorities.

### Programme(s) and qualification(s)

Semester Programme.

Special Programme for experienced cultural managers.

Summer Programme for students.

Summer workshop for artists.

Modular Training Programme "Culture and Organisation".

### Duration

Semester Programme/ Special Programme for experienced cultural managers - 2 days.

Summer Programme for students - 2 weeks.

Summer workshop for artists - 2 days.

Modular Training Programme "Culture and Organisation"- 7 months.

### Content

Semester Programme:

Two-day workshops for cultural managers and students;

Project Organisation and Financing; Media and Public Relations; Marketing and Advertising; Work in the Cultural Field.

Special Programme for experienced cultural managers (2-day workshops):

Creative Conflict Management; Successful Presentation; Communication on the Telephone; Designing a Homepage.

Summer Programme for students:

Do the right thing! Student Summer Academy for Cultural Project Work;

I "Jungle Fever": Project Organisation and Financing - 1 week;

II "Monkey Business": Media and Public Relations - 1 week.

Summer workshop for artists:

Self-Marketing for Visual Artists.

**Modular Training Programme:** "Culture and Organisation":

Consists of 12 modules (weekends) and covers project management; "soft" skills; intercultural communications.

## **International/European dimension**

The institution is a member of ENCATC.

## **Evaluation and assessment**

Semester Programme/ Special Programme/ Summer Programme for students/ Summer workshop for artists:

Student performance is evaluated through participation in the programme.

Modular Training Programme:

Student performance is evaluated through final a paper/thesis.

## **Lecturers**

The number of teaching personnel is 14, seven of whom are female. The people responsible for the study programmes are Karin Wolf and Birgit Feike.

## **Entry requirements**

Participants in the Modular Programme should have a university degree. There are no other specific entry requirements. However, for the Special Programme, participants should have professional experience in cultural management.

## **Student profile**

Students are professional cultural managers who want to improve their skills and abilities in managing cultural projects, as well as beginners who want to build up a thorough base of knowledge before starting their cultural work. Fifty percent of participants are between 30 and 40 years old, 24 percent are between 20 and 30 years old. Seventy-seven percent are women. They are from Austria only.

## **Number of students admitted**

For the regular workshops, 8 to 15 participants are admitted. Around 25 are admitted for the Summer Programme (Summer Academy and Summer Workshop for artists).

## **Course fee**

Semester Programme - EUR 265

Special Programme for experienced cultural managers - EUR 356

Summer Programme for students- EUR 550

Summer workshop for artists - EUR 255

Modular Training Programme: "Culture and Organisation" - EUR 4,725

Several reductions are available for university students and members of public interest groups.

## **Grants or other financial support**

In some cases the Austrian Labour Office pays for the courses. The Vienna Cultural Department co-finances the courses for Viennese artists.

## KulturKontakt Austria

**Cultural Department**  
**Spittelberggasse 3/DG**  
**A- 1070 Vienna**  
**Austria**

**Director:** Dr Kurt Wagner (director), Annemarie Türk (Head of Cultural Department)

**Phone:** + 43 1 523 8765

**Fax:** + 43 1 523 876520

**E-mail:** annemarie.tuerk@kulturkontakt.or.at

**Web site:** www.kulturkontakt.or.at

### Background, orientation and purpose

The KulturKontakt Austria has worked since 1989 in affiliation with the respective Austrian Federal Ministries as a small, flexible organisation concerned with the co-operation of cultural and education policies within the reforming states of Central, East and Southeast Europe.

The KulturKontakt works under a contract for the Art section of the Office of the Federal Chancellor in the field of artistic exchange between these countries and Austria. As an independent association, it co-operates with large co-productions as well as existing projects in more than 20 countries.

The KulturKontakt is not a training institution. It co-ordinates financial support and co-operation in multiple artistic disciplines: fine arts, literature, music, theatre, dance, film, photography and cultural management, together with visiting programmes for artists and authors.

Its functions are:

International Co-Productions -

Tours, intercultural projects and the creation of networks of artists form the central emphasis of this particular type of co-operation (Gullivers Connect, In Transitum, ENCATC, etc.).

Events to Promote Dialogue and Communication -

As a contribution to cultural understanding, regional projects in the field of artistic promotion are supported, dialogue events or regional festivals, with an emphasis on areas near international borders.

Promotion -

With the production of catalogues, audio recordings and the organisation of presentations in Austria, the KulturKontakt promotes the art of EU countries. It sees its role as an initiator, trying to provoke lively discussions in the wider European context.

Guest Performances and Exhibitions -

Guest performances by theatre, dance and music groups, exhibitions of fine arts as well as media projects can be arranged with cultural organisations.

Literary Exchanges -

The promotion of literature is a special concern of the KulturKontakt. This is achieved by: support of translations; contacts with publishers; promotion of literary magazines; and support and organisation of reading tours and meetings between writers.

Mobility -

The KulturKontakt co-operates with Austrian institutions by awarding grants, helping in the provision of special guest studios in Vienna and by arranging information study visits for artists and authors.

### International/European dimension

The institution is a member of ENCATC.

## University for Music and Performing Arts Vienna

***IKM- Institute of Culture Management***  
***Karlsplatz 2/9***  
***A-1010 Vienna***  
***Austria***

**Director:** Prof. Dr Werner Hasitschka  
**Phone:** +43 1 505 20 61/+43 1 505 30 75  
**Fax:** +43 1 505 20 61/18 /+43 1 505 30 75/18  
**E-mail:** [ikm@mdw.ac.at](mailto:ikm@mdw.ac.at)  
**Web site:** [www.mdw.ac.at/ikm](http://www.mdw.ac.at/ikm)

### Background, orientation and purpose

IKM, established in 1976, is the only university institute in Austria where research and teaching in cultural management and the cultural sciences are combined with an interdisciplinary approach (involving the humanities, the social sciences and economics) and where consistently close links are maintained with professional practitioners. The principal fields of research encompass: the macro area (e.g. evaluation of cultural policies, the economics of culture, financing models); the micro area (e.g. marketing for culture industries, organisation of cultural projects, sponsorships, analysis of the legal environment etc.); and the cultural sciences, such as cultural theory, cinematography, gender research, philosophy of art. With reference to training for culture management, IKM regards culture managers as practitioners who operate at the interface between culture and management, as experts in, and intermediaries between, different spheres of life. They are recognisable by high cognitive, communicative and social skills.

### Programme(s) and qualification(s)

Cultural Management, postgraduate course of studies.  
Cultural Management within a general study of the University for Music and Performing Arts Vienna and other universities (2 terms).

### Duration

Cultural Management, postgraduate course of studies - 2 years (4 terms).  
Cultural Management within a general study of the University for Music and Performing Arts Vienna and other universities - 2 terms.

### Content

Cultural Management, postgraduate course of studies:  
The 'Cultural Management' postgraduate programme is intended to impart specialised skills for management tasks in the field of culture. At the core of the didactic concept is the consistent effort to see culture and management as one, and to focus on specific aspects of cultural management and cultural management studies. The principal feature of the programme is its interdisciplinary academic as well as its practical approach.

### International/European dimension

IKM is a member of ERICARTS (The European Research Institute for Comparative Cultural Policy and the Arts).

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 28, seven of whom are female. Five are permanent and 23 are visiting. The person responsible for the study programme (Culture Management, postgraduate course of studies) is Prof. Dr Werner Hasitschka.

### **Entry requirements**

Cultural Management, postgraduate course of studies:

University degree or equivalent qualifications, together with appropriate experience.

### **Student profile**

Students are from Austria and the rest of Europe.

### **Number of students admitted**

The current number of students is 20.

### **Course fee**

Cultural Management, postgraduate course of studies:

759 USD per term.

### **Grants or other financial support**

None.

## University of Applied Arts Vienna

***Institute for Art and Cultural Sciences; Art Pedagogy***  
***Oskar Kokoschka-Platz 2***  
***A-1010 Vienna***  
***Austria***

**Director:** Dr Gerald Bast (Rector)

**Phone:** +43 1 711 33 0

**Fax:** +43 1 711 33 2089

**E-mail:** pr@uni-ak.ac.at

### Background, orientation and purpose

The University of Applied Arts Vienna was established in 1867. It is devoted to the cultivation and refinement of the arts, as well as to relevant teaching and research. There are 1,100 students from 26 countries attending the university, which has 340 faculty members. Approximately 120 students graduate each year.

### Programme(s) and qualification(s)

Exhibition and Cultural Communication Management – ECM.

### Duration

2 years.

### Content

Goals of the programme: The complex components of science, engineering, art, culture and business have to be represented and communicated clearly, comprehensibly, but above all, attractively in projects with economical, cultural, educational and organisational quality standards.

### Evaluation and assessment

Student performance is evaluated through research, practical work/internship and a final paper/thesis.

### Lecturers

There are 379 teaching personnel within the entire university, 135 of whom are female; 372 are permanent and seven are visiting. The person responsible for the training programme is Dr Renate Goebel.

### Entry requirements

Applicants should have a university degree or several years relevant professional experience. Other requirements are practical experience in one of the professional branches for which the course provides qualification, good written and spoken command of German and English (knowledge of other foreign languages is desirable) and successful completion of the admissions procedure/entrance seminar.

### Student profile

Students are university graduates or experienced professionals from Austria and abroad.

### Number of students admitted

26 maximum.

### Course fee

8,448 USD.

### Grants or other financial support

None.

## ÖKS Österreichischer Kultur-Service

**Department of Project Management**  
**Stiftgasse 6**  
**A-1070 Vienna**  
**Austria**

**Director:** Dr Michael Wimmer  
**Phone:** +43 1 523 57 81-22  
**Fax:** +43 1 523 89 33  
**E-mail:** [ulrike.giessner@oks.ac.at](mailto:ulrike.giessner@oks.ac.at)  
**Web site:** [www.oks.at](http://www.oks.at)

### Background, orientation and purpose

ÖKS Österreichischer Kultur-Service is a non-profit association that was founded in 1977 as part of an initiative by the Austrian Federal Ministry of Education, Science and Culture.

As a specialised service facility located at the interface of art, culture and education, ÖKS supports the dialogue between schools and artists from all disciplines. Many years of experience in the realms of education and culture make ÖKS experts in cooperative exercises with young people.

ÖKS develops ideas and concepts across the whole context of arts and education, with a focus on arts mediation. It also provides project management, and organises arts and education events, projects and conferences for public and private customers at both the national and international level.

ÖKS cooperates with all schools in Austria and supports co-operation between teachers and artists in the school context (personal art mediation). It has contact with more than 100 cultural institutions and as many as 800 artists working with young people across all artistic disciplines.

In its role in European and international partnerships, ÖKS organises EU-projects in the fields of its core competence and participates in various networks at a pan-European level.

As part of these network activities, ÖKS conducts cultural and educational policy lobbying and promotes information exchange in order to highlight its main concern: a closer link between arts and education.

### Programme(s) and qualification(s)

Schools, Arts and Management - seminars and workshops.

Art Mediation and Contemporary Art Practices - seminars and workshops.

Be prepared! Artists and new working fields – workshops.

### Duration

Schools, Arts and Management - 2-5 day seminars and workshops.

Art Mediation and Contemporary Art Practices - 2-5 day seminars and workshops.

Be prepared! Artists and new working fields - 1-2 day workshops.

### Content

Schools, Arts and Management:

Under the title, "Schools, Arts and Management", ÖKS offers various short-term seminars and workshops for teachers on topics such as time management, project management, public relations, marketing, sponsorship, etc. The main objective of these seminars is to professionalise teachers who organise cultural projects in schools.

Art Mediation and Contemporary Art Practices:

Under the title, "Art Mediation and Contemporary Art Practices", ÖKS offers various short-term seminars and workshops for teachers on topics like choreography and contemporary dance in school projects, theatre mediation, radio and film workshops, art and new technologies, etc.

The main objective of these seminars is to professionalise teachers who organise cultural projects in schools. In these workshops the teachers see “active art mediation” in practice by involving artists in learning processes.

Be Prepared!:

Under the title, “Be Prepared! Artists and New Working Fields”, ÖKS offers short-term seminars and workshops to train artists to work as arts educators in schools and in other fields of the third sector. The workshops concentrate on different art disciplines, e.g. “dancers as arts educators”, and “visual artists as arts educators”.

### **International/European dimension**

In the field of artist training, ÖKS is involved in the EU project “Transmission”, which explores ways of improving the employability and mobility of artists working in the performing arts. Please find more information on this project at [www.writernet.co.uk](http://www.writernet.co.uk).

ÖKS is also involved in a LEONARDO project, “Innovative training for artists as entrepreneurs”, and in a COMENIUS project, “Via Arte - Virtual Arts and Education Academy”. It is a member of ENCATC, ELIA and EFAH.

### **Special information**

Cultural events are a significant part of the programmes.

### **Evaluation and assessment**

Student performance is evaluated through participation in the programme.

### **Lecturers**

ÖKS works with around 15 artists and workshop leaders, 10 of whom are women. Around 5 are permanent and 10 visiting. The person responsible for the programmes is Ulrike Giessner.

### **Entry requirements**

The courses are open to teachers from all levels of school education and to artists from all artistic disciplines.

### **Student profile**

Students are from Austria and abroad

### **Number of students admitted**

15-20 in each workshop.

### **Course fee**

Most of the seminars are free of charge for the participants since further training institutions for schools offer them in cooperation with ÖKS.

### **Grants or other financial support**

None.



## REPUBLIC OF BELARUS

### BSUC - Belarusian State University of Culture

**Department (Chair) of Management in Socio-Cultural Sphere**  
**Rabcorovskaya Str.17**  
**Minsk 220001**  
**Republic of Belarus**

**Director:** Prof. Dr Yadviga D. Grigorovich  
**Phone:** +375 172 22 24 10 / +375 172 22 80 25  
**Fax:** +375 172 22 24 09

#### Background, orientation and purpose

The Belarusian State University was established in 1975. It provides specialists to all spheres of culture in Belarus.

#### Programme(s) and qualification(s)

Management of social-cultural spheres.  
Culturology.  
Theory, methods and organisation of social-cultural activity 1.  
Theory, methods and organisation of social-cultural activity 2.

#### Duration

Theory, methods and organisation of social-cultural activity 2-1/2 years.

#### Content

Management of in social-cultural sphere:  
The main objective is to give students knowledge and skills in management in the spheres of culture, employment, marketing and marketing, as well as in advertising with regard to culture, rhetoric, finances and taxation in the cultural environment, bookkeeping and statistics, also in foreign management.  
Culturology:  
The main objective is to give the undergraduate students more advanced qualifications.  
Theory, methods and organisation of social-cultural activity:  
1.) The main objective is to prepare university trainers.  
2.) The main objective is to prepare specialists with the highest qualifications for work in education and science.

#### Evaluation and assessment

Student performance is evaluated through examinations/papers, research, a final paper/thesis and practical work/internship.

#### Lecturers

The number of teaching personnel is 470, of whom 224 are women. Three hundred forty-six are permanent and the rest are visiting. The person responsible for the study programmes is Nikolai N. Korolev, Ph.D.

#### Student profile

Students are from the Republic of Belarus and abroad.

#### Grants or other financial support

None

## Belarussian University of Culture

***Department of Cultural Management***  
***Rabkorovskaya str., 17***  
***Minsk, 220001***  
***Republic of Belarus***

**Contact persons:** Mr. Alexei Pozdniakov or Mr. Dmitry Vaza.

**Phone:** +375-17-222 2410 or +375-17-222 8379

### **Programme(s) and qualification(s)**

Courses in:

Cultural Studies.

Performing Arts.

Library Science.

### **Duration**

From 1-2 months to 2 years.

For more information please contact the institution directly.

## BELGIUM

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### Arts Centre Vooruit (Kunstencentrum Vooruit)

***St.-Pietersnieuwstraat 23***

***B -9000 Gent***

***Belgium***

**Director:** Erik Temmerman

**Phone:** +32 9 267 28 24

**Fax:** +32 9 267 28 30

**E-mail:** erik@vooruit.be

**Web site:** [www.vooruit.be](http://www.vooruit.be)

#### Background, orientation and purpose

For more information, please contact the institution.

## Catholic University of Louvain

***Institute for Cultural Studies***

***Faculteit Letteren, Blijde Inkomststraat 21***

***B-3000 Leuven, Belgium***

**Director:** Prof. Dr G. Opsomer/C.Caron

**Phone:** +32 16 32 48 44

**Fax:** +32 16 32 50 68

**Web site:** [www.culturelestudies.be](http://www.culturelestudies.be)

### Background, orientation and purpose

The Institute for Cultural Studies at The Catholic University of Louvain was established in 1989. It provides students who already have a post-graduate degree a course in the field of cultural administration and policy - both theoretical, incorporating cultural studies, and practical, through several seminars, workshops and a 6-week job placement. The main objective is to enable students to find a job in the field of cultural administration.

### Programme(s) and qualification(s)

Certificate from the University in Cultural Studies.

### Duration

1 year.

### Content

Cultural Studies is a 1-year, full-time program (60 credits / 1,800 hours). The programme includes a "Complementary Degree", combining a theoretical foundation in cultural studies with a practical foundation, which includes a job placement. The deadline for applications is mid-September.

### International/European dimension

Networking between institutions offering the same training in Europe is considered important.

### Special information

The Institute for Cultural Studies regularly organises lectures, meetings and conferences, and participates in many cultural events.

### Evaluation and assessment

Student performance is evaluated through examinations and papers. They also undertake a 6-week job placement.

### Lecturers

The number of teaching personnel is five, one of whom is a women. The person responsible for cultural studies is professor Dr José Lambert.

### Entry requirements

A university degree.

### Student profile

Students are post-graduates from Belgium and Europe.

### Number of students admitted

The current number of students is 60.

### Course fee

500 USD.

### Grants or other financial support

None.

## FMH - Fondation Marcel Hicter

**78, Rue Gachard  
B-1050 Bruxelles  
Belgium**

**Director:** Jean-Pierre Deru  
**Phone:** + 32 2 6418980  
**Fax:** + 32 2 6418981  
**E-mail:** [contact@fondation-hicter.org](mailto:contact@fondation-hicter.org)  
**Web site:** [www.fondation-hicter.org](http://www.fondation-hicter.org)

### Background, orientation and purpose

Fondation Marcel Hicter was established in 1979.

### Programme(s) and qualification(s)

European Diploma in Cultural Project Management.  
Training of trainers in Africa.  
Res Urbis.

### Duration

European Diploma in Cultural Project Management - 1 year; from May to May.  
Training of trainers in Africa - 1 year.  
Res Urbis - 6 months.

### Content

European Diploma in Cultural Project Management:

This programme, established in 1989, is a training and learning experience based on the recognition of cultural diversity and interregional exchange as a means of raising the profile of culture in Europe. Through its content and methodology, it aims not only at improving skills in the field of cultural management and administration, but also at helping the participants develop their understanding of these fields in a changing Europe. Its main goals are to make participants aware of the challenges within their area of interest, and to develop approaches and tools needed for co-operation with, and development of, a creative cultural workforce in Europe.

The main objectives of the programme are: strengthening of knowledge, competencies, skills and theoretical references in the field; development of a network of European cultural managers and enhancement of skills and attitudes related to networking; and promotion of transnational co-operation and professional mobility, bringing Europe closer to its citizens.

The issues addressed during theoretical sessions are: Europe and culture (cultural trends, institutions, policies, co-operation, etc.); territorial development; strategic planning and operational management of cultural projects; and cultural co-operation.

The programme includes a 5-month practical training period, reports on the progress of one's own project, and an evaluation phase for exchanging experiences in the field. The Diploma is not academically recognised. The closing date for applications is around 10th January each year.

Training of trainers in Africa:

The main objectives of the programme are the strengthening of knowledge, competencies, skills and theoretical references in the field; establishing a framework aware of other cultural concerns, ways of thinking; and promoting transnational co-operation and professional mobility.

Res Urbis:

The main objectives of the programme are the strengthening of knowledge, competencies, skills and theoretical references in the field; establishing a framework aware of other cultural concerns, ways of thinking and doing; developing a network of European cultural managers and the skills and attitude

related to networking; and promoting transnational co-operation and professional mobility bringing Europe closer to the citizens.

### **International/European dimension**

The European Diploma in Cultural Project Management programme is totally European (each year it has two residential elements phases in two different countries). The institution is a member of ENCATC.

### **Special information**

Students participating in the European Diploma in Cultural Project Management must carry out a comparative study in another country.

### **Evaluation and assessment**

European Diploma in Cultural Project Management:

Student performance is evaluated through participation in the programme.

Training of trainers in Africa:

Student performance is evaluated through participation in the programme and final paper.

Res Urbis:

Student performance is evaluated through participation in the programme and practical work/internship.

### **Lecturers**

All the lecturers are leading professionals in the fields of arts and cultural management and European networking, as well as in training. The number of teaching personnel is 20, eight of whom are women. Two are permanent and 18 are visiting. The people responsible for the study programmes are Jean-Pierre Deru and Frederic Jacquemin (Res Urbis).

### **Entry requirements**

European Diploma in Cultural Project Management:

Students should be young and have at least three years experience in European cultural management in public or private organisations. They should have a good knowledge of European, national and regional cultural institutions and policies, and have skills in the administration and management of cultural projects. They should also be fluent in one of the two main European languages and adequate skills in English or French.

Training of trainers in Africa:

Students should have appropriate experience and they must attend a training programme in the social or cultural fields.

Res Urbis:

Students should have appropriate experience and they must promote alternative activities in the cultural field.

### **Student profile**

European Diploma in Cultural Project Management:

Students are cultural managers and administrators in the public or private sector and come from Belgium and the rest of Europe. Their ages range from 25 to 45.

Training of trainers in Africa:

Students are already trainers in the social or cultural fields and must be from Africa.

Res Urbis:

Students are professionals in the cultural field, and are only from Belgium.

### **Number of students admitted**

European Diploma in Cultural Project Management - Currently a maximum 25 per year.

Training of trainers in Africa - Currently 15.

### Course fee

European Diploma in Cultural Project Management - 2,700 USD.

Training of trainers in Africa - Information not provided.

Res Urbis - Information not provided.

### Grants or other financial support

European Diploma in Cultural Project Management:

Participants are supported by their employers or their ministries. Some may apply to various European Funds. Some East European students have obtained Soros scholarships.

Training of trainers in Africa:

The programme is supported by the French-speaking Agency.

Res Urbis:

The programme is supported locally.

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## ICOM

**C/O ULB - CP 175**  
**50, Avenue Franklin Roosevelt**  
**B-1050 Bruxelles**  
**Belgium**

**Director:** Mme Catheline Périer D'Ieteren

**Phone:** + 32-2-6502419

**Fax:** + 32-2-6504349

**E-mail:** office@kulturkonzepte.at

**Web site:** [www.skene.be/RW/ICOMOS98c4/I98001.HTML](http://www.skene.be/RW/ICOMOS98c4/I98001.HTML)

### Background, orientation and purpose

Created in 1946, the International Council of Museums is devoted to the promotion and development of museums, the professional ethics and the heritage of mankind. ICOM is a non-governmental organisation with more than 12,000 members, with 108 national committees and 25 scientific committees, representing an active network of co-operation. ICOM is an association in partnership relation with UNESCO.

For more information, please visit: [www.skene.be/RW/ICOMOS98c4/I98001.HTML](http://www.skene.be/RW/ICOMOS98c4/I98001.HTML)

## Ministère de la Communauté Française Wallonie-Bruxelles

***Direction Générale de la Culture  
Service de la Formation des Cadres Culturelles  
44, Boulevard Léopold II  
B- 1080 Bruxelles  
Belgium***

**Director:** Alain de Wasseige / Jean-Pierre Nossent

**Phone:** +32 2 413 25 33 (secretariat: 413 25 25)

**Fax:** +32 2 413 39 49 / +32 2 413 32 49

**E-mail:** alain.dewasseige@cfwb.be / jeanpierre.nossent@cfwb.be

**Web site:** [www.cfwb.be](http://www.cfwb.be)

### Background, orientation and purpose

For more information, please contact the institution.



## POLIS (M.A. in European Urban Cultures)

**Joint Master's degree of the Universities of Brussels, Tilburg, Manchester and Helsinki  
Free University Brussels  
Research team COSMOPOLIS-City, Culture & Society  
Room 6 F 332  
Pleinlaan  
B-1050 Brussels  
Belgium**

**Contact:** Prof. Dr Eric Corijn

**Phone:** +32 2 629 3379

**Fax:** + 32 2 629 3378

**E-mail:** eacorijn@vub.ac.be

**Web site:** [www.mmu.ac.uk/h-ss/sis/eurma.htm](http://www.mmu.ac.uk/h-ss/sis/eurma.htm)

### Background, orientation and purpose

The M.A. European Urban Cultures (MA EUC) is a full-time, postgraduate degree, established in 1997, jointly developed by four European universities:  
the Catholic University of Brabant, Tilburg (Netherlands);  
the Flemish Free University of Brussels (Belgium);  
Helsinki University of Art and Design (Finland); and  
the Manchester Metropolitan University (UK).

### Programme(s) and qualification(s)

POLIS, MA in European Urban Cultures.

### Duration

12 months.

### Content

The MA in European Urban Cultures (MA EUC) offers a specialist programme aimed at graduate students from Europe and elsewhere with undergraduate degrees in subject areas such as the social sciences, cultural and leisure studies, art, design and architecture, urban theory and planning or cultural marketing and management. The course is also targeted at professionals and administrators eager for the latest experiences, ideas and insights into urban cultural policy.

A number of features make the learning experience in this course unique:

- a joint curriculum developed by the four universities allows each to offer courses and project work associated with particular staff expertise and research interests;
- a multidisciplinary approach, drawing on disciplines such as urban theory and planning; sociology, cultural and leisure studies, cultural management, architecture and design;
- a 'project work' unit based on the current research programmes of the staff involved in delivering the course;
- an explicit European and transnational comparative perspective;
- an opportunity for students to travel in Europe and spend time studying and living in four European cities in an international student group;
- an opportunity to experience a cross-national diversity of academic contexts and a cross-national diversity of urban development projects; and
- an opportunity to work with a variety of information and communication technologies, including GIS, WWW, DTP, MAC and MULTIMEDIA.

The deadline for applications is in February.

### **International/European dimension**

POLIS is jointly developed by four European universities.

### **Special information**

POLIS organises visits, excursions and seminars and participates to international conferences.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 9, one of which is a women. Most are attached to faculties in the organising universities. Some guest lecturers are invited to give one or two classes in each block.

### **Entry requirements**

University degree and a language test (TOEFL).

### **Student profile**

Students are university graduates who come from various regions in Europe. Some are also from other parts of the world.

### **Number of students admitted**

Average is 15.

### **Grants or other financial support**

None.

## Vrije Universiteit Brussels

### **PELS PROGRAMME IN EUROPEAN LEISURE STUDIES**

**Vrije Universiteit Brussels, Room M-106, Pleinlaan 2  
B-1050 Brussels, Belgium**

**Contact:** Eric Corijn

**Phone:** + 32 2 629 22 79

**Fax:** + 32 2 629 22 20

### **Programme(s) and qualification(s)**

Master of Arts in European Leisure Studies.

### **Duration**

1 year.

### **Content**

The training is divided into 4 different modules.

### **Special information**

The programme takes place within four different universities: Brussels (B), Tilburg (NL) and Deusto (Bilbao-ESP), Loughborough (UK). There are seven areas of study:

1. European studies (Brussels): European law, political and cultural development in Europe.
2. European Leisure studies (Tilburg): globalization, leisure and the city, leisure and social theory, history of European leisure studies.
3. Tourism (Tilburg), development and sustainability: European tourism, tourism and cultural sustainability, tourism and environment.
4. European leisure markets and leisure management (Deusto): European single market, cost-benefit analysis, economic impact studies, strategic planning, leisure marketing.
5. Culture, urban regeneration and European development (Deusto): sociology of culture, culture and European development, cultural and urban regeneration, cultural industries, art and heritage, social and environmental impact studies.
6. European leisure policy system (Loughborough): defining policy to public policy analysis, national policy systems and leisure policy in Western Europe, leisure policy in the state, post-materialist politics, comparative and transnational policy.
7. Leisure, Sport and the Communities (Loughborough): sport and the city, marketing public sports policies, the economics of sport in Europe, community development and sports policy, sport and national identity.

Final thesis based on a comparative transnational or global research (10,000 -12,000 words).

Additional courses: Spanish language, optional courses.

### **Entry requirements**

Access is limited to 35 students. A undergraduate degree (preferably in a leisure-related field or social sciences) and proficiency in English are the minimum entry requirements.

### **European Dimension**

Training takes place in different universities in Europe. Students and the teaching teams are from different European countries.

### **Student profile**

Students come from the home countries of the organizing institutions, EU countries and non-EU countries.

### **Fees**

EUR 4,000.

## **InterSpace Media Art Centre**

**13B, Hadji Dimitar Str.**  
**Sofia 1000**  
**Bulgaria**

**Director:** Petko Petkov-Dourmana

**Phone:** +359 2 989 7023

**Fax:** +359 2 989 7023

**E-mail:** [dourmana@i-space.org](mailto:dourmana@i-space.org)

**Web site:** [www.i-space.org](http://www.i-space.org)

### **Background, orientation and purpose**

For more information, please contact the institution.

## SWU-South West University 'Neofit Rilski'

**Department of Cultural Studies**  
**66, Ivan Mihailov Street**  
**Blagoevgrad 2700**  
**Bulgaria**

**Director:** Assoc. Prof. Svetlana Hristova  
**Phone:** + 359 73 23 779 (Department of Cultural Studies)  
**Fax:** + 359 73 29 325 (Department of Cultural Studies)  
**E-mail:** stoi@techno-link.com / svetlana@mail.bol.bu

### Background, orientation and purpose

The University "Neofit Rilski" was founded in 1976 as a branch of the Sofia University "Kliment Ohridski". The Department of Cultural Studies at the University was established in 1995 and now there are more than 250 students enrolled in bachelor and master programmes in two forms of education, regular and correspondence courses.

Besides its educational purposes, one of the basic aims of the Department is to develop regional scientific and research cooperation. A concrete step towards the realisation of this idea was the international scientific conference, 'Culture and Challenges of the 21 century', organised by the Department in April 2001. The ambition of the Department of Cultural Studies at the Faculty of Arts in SWU is to develop a scientific network, a 'Balcanica Humanitas', for international scientific and information exchanges between similar Balkan and European cultural and educational institutions.

### Programme(s) and qualification(s)

BA in Cultural Studies / MA in Cultural Studies.  
 MA in Cultural Management - European Dimensions.

### Duration

BA in Cultural Studies - 8 semesters/ 4 years.  
 MA in Cultural Studies - 10 semesters/ 5 years.

### Content

BA / MA in Cultural Studies:

Cultural Studies explores cultural theory, history and practice with a prime focus on Bulgaria and Europe. Emphasis is placed on developing a critical understanding of the historical development and recurring themes in European culture. The discipline will help to increase the understanding by future cultural workers of the forthcoming processes of European enlargement together with the ongoing institutional and organisational changes on local, national and international level; it will lead to the development of common cultural standards and values of action and thinking, and also towards the creation of cross-European forums for culturo-political discussion and debate.

The Department is preparing a credit system.

MA in Cultural Management - European Dimensions:

The 'Cultural Management - European Dimensions' course of studies is conceived as a postgraduate programme providing complementary training in the area of cultural management. At the core of the concept is a consistent effort to unify culture and management and to focus on specific aspects of cultural management. The principal feature of the programme is its combined interdisciplinary academic and practice-oriented approach. The deadline for applications is the end of July.

## **International/European dimension**

Since 1990 the University has actively participated in the programmes of the European Union. The institution is an associate member of ENCATC.

## **Evaluation and assessment**

Student performance is evaluated through examinations, papers and a final paper/thesis.

## **Lecturers**

The number of teaching personnel is 18, 12 of whom are women. Nine are permanent and the rest are visiting. The person responsible for the study programmes (BA / MA in Cultural Studies) is Prof. Assoc. Svetlana Hristova.

## **Entry requirements**

BA in Cultural Studies:

Applicants should have a secondary education diploma and will need to take an entrance exam.

MA in Cultural Studies:

Applicants should have a university degree and will need to take an entrance exam.

## **Student profile**

Students are cultural workers, administrators, art managers and policy-makers from Bulgaria and abroad.

## **Number of students admitted**

The current number of students is 30.

## **Course fee**

BA in Cultural Studies - 400 USD

MA in Cultural Studies - 200 USD

## **Grants or other financial support**

Students can benefit from the state finance system.

## CDA - Centre for Drama Arts

***Imaginary Academy Groznjan***  
***Prilaz Gjure Dezelica 26***  
***Zagreb 10000***  
***Croatia***

**Director:** Rosanda Zimmermann  
**Phone:** + 385 1 4854 821/823  
**Fax:** + 385 1 4846 180  
**E-mail:** info@imaginaryacademy.org

### Background, orientation and purpose

The Centre was founded in 1995 and can be described as a think tank of Croatian cultural alternatives. It is also a forum for the people who bring about these projects and programmes and introduce new initiatives. The programme of supporting cultural diversity is being realised through an extensive system of investment, initiatives, education, expert support, research, information and promotion. The Centre's educational programmes fill the gap between existing formal education (limited to one drama school in the country) and the professional needs of authors and performers. Information and promotion provides a reciprocal form of communication both within the Croatian cultural environment and internationally. The programme incorporates the exchange of information with similar international institutions, through lectures by invited foreign experts, the publication of information in specialised periodicals and by databases and contacts in the offices of the CDA.

### Programme(s) and qualification(s)

Fundraising for cultural and artistic projects.  
 Workshops in various subjects.

### Duration

Fundraising for cultural and artistic projects - 7 days.

### Content

Fundraising for cultural and artistic projects:  
 The main objective is to impart basic information and knowledge on these topics to a first generation of theatre and film production students from the Academy for Dramatic Art, Zagreb.

### International/European dimension

The institution is an associate member of ENCATC.

### Evaluation and assessment

Student performance is evaluated throughout their participation in the course.

### Lecturers

There are no permanent teaching personnel. Forty percent of the visiting lecturers in seminars and workshops are women. The person responsible for the study programme, 'Fundraising for Cultural and Artistic Projects' is Rosanda Zimmermann.

### Entry requirements

Applicants should have a secondary school certificate.

### Student profile

Students are from Croatia and abroad.

**Number of students admitted**

Fundraising for cultural and artistic projects - current number of students is 30.

**Course fee**

50 USD.



## CZECH REPUBLIC

### JAMU - Janacek Academy of Music and Performing Arts

**Theatre Faculty - Theatre Management Studio**

**Mozartova 1**

**662 15 Brno**

**Czech Republic**

**Director:** Doc. Mgr. Jan Kolegar

**Phone:** + 42 5 42 21 01 36

**Fax:** + 42 5 42 21 01 36

**E-mail:** office.difa@jamu.cz

**Web site:** www.jamu.cz

#### Background, orientation and purpose

The Theatre Management Studio has existed since 1990 within the Theatre Faculty of Janacek Academy of Music and Performing Arts in Brno. The studio prepares three types of specialised theatre managers in its BA and MA study programmes. Students also gain knowledge of other fields of cultural management, though the emphasis is on the field of theatre.

Students are given the opportunity to undertake several short-term attachments in different cultural institutions, meet experts in theatre and cultural management from abroad and make use of their organisational abilities while managing shared projects in the Marta theatre studio and during the International Festival of Art Schools Setkani/Encounter.

#### Programme(s) and qualification(s)

BA / MA in Theatre Management.

BA in Stage Technology and Management.

PhD in Theatre Creation, specialisation in Theatre Management.

#### Duration

BA / MA in Theatre Management - 3 years/5 years (full-time).

BA in Stage Technology and Management - 3 years.

PhD in Theatre Creation, specialisation in Theatre Management - 3 years.

#### Content

BA in Theatre Management:

The main object of the Programme is to produce theatre managers who are able to fill intermediate positions in a theatre and to work independently. Their specialisation should be management of artistic ensembles, theatre marketing departments, artistic agencies and cultural projects. Students have to pass state examinations in the history of Czech theatre; the history of world theatre; management; theatre operation, theatre management and economics.

MA in Theatre Management:

The goal of the Programme is to produce theatre managers who can manage theatres and cultural institutions, international cultural projects, national and international festivals as well as being able to initiate and run local government cultural agencies, at the same time working in the cultural field.

BA in Stage Technology and Management:

The goal of the programme is to create theatre managers who are able to lead technical teams working in the following fields: stage light, stage sound, and stage construction. As stage managers, they are able to run theatre technical background thanks to their complex knowledge of all theatre problems, deep knowledge of theatre stage technology, good knowledge of foreign languages, and their creativity. They should also be able to start and run their own agency. In the course of study

they meet both Czech and foreign experts, work in the DIFA theatre studio Marta as well as in professional theatres.

PhD in Theatre Creation, specialisation in Theatre Management:

This PhD study is supervised by the Branch Board. The scientific background of PhD studies involves a supervisor who, in co-operation with the student, prepares the student's individual study Programme.

A dissertation, which must be defended and a state final exam/viva voce complete the PhD study.

### **International/European dimension**

As well as at least two courses with guest lecturers from different European countries, all courses include involvement in the International Festival of Theatre Schools Encounter. The institution is a member of ELIA and ENCATC.

### **Evaluation and assessment**

BA / MA in Theatre Management / BA in Stage Technology and Management:

Student performance is evaluated through examinations, papers, research, a final paper/thesis and practical work/internship.

PhD in Theatre Creation, specialisation in Theatre Management:

Student performance is evaluated through examinations, papers, research and a final paper/thesis.

### **Lecturers**

The number of teaching personnel is 16, 3 of whom are women. Seven are permanent and 9 are visiting. The Theatre Management Studio also offers general subjects taught by the teachers from other theory departments. The person responsible for the study programmes is Doc. Mgr. Jan Kolegar.

### **Entry requirements**

BA / MA in Theatre Management:

Students should have a secondary education completed by a school leaving examination (A levels), appropriate experience and have talent and intellectual potential.

BA in Stage Technology and Management:

Students should have a secondary education completed by a school leaving examination (A levels), appropriate experience, have talent and intellectual potential and be in good health.

PhD in Theatre Creation, specialisation in Theatre Management:

Students should have a university diploma or MA study programme in Dramatic Acting or a related discipline, together with a great ability to analyse their own artistic or expert activities.

### **Student profile**

BA / MA in Theatre Management / PhD in Theatre Creation, specialisation in Theatre Management:

Students are from Czech Republic only.

BA in Stage Technology and Management:

Students are from Czech Republic and Eastern Europe.

### **Number of students admitted**

BA in Theatre Management - Current number of students is 10.

MA in Theatre Management - Current number of students is 8.

BA in Stage Technology and Management - Current number of students is between 4 and 8

PhD in Theatre Creation, specialisation in Theatre Management - Current number of students is 3.

### **Course fee**

The education is in the Czech language and is free; for international students the fee depends on the number of teaching and contact hours (average fee is about 60,000 CZK = EUR 1,780).

### **Grants or other financial support**

Foreign students can apply for a grant from their Ministries of Education if their home country has concluded a bilateral agreement on educational co-operation.

## **Tomas Bata University**

**Faculty of Multimedia Communications, Multimedia and Design, Marketing and Social Communications**

**FT, IRTMK, Stefanikova 2**

**762 72 Zlin**

**Czech Republic**

**Director:** Jan Meisner

**Phone:** + 42 67 7544202

**Fax:** + 42 67 7544207

**E-mail:** tskorepova@irtmk.utb.cz

### **Background, orientation and purpose**

The process of forming this institution started in 1996 at the Faculty of Technology in Zlin, Technical University Brno. The Institute of Communication and Advertising (IRTMK) was formed in May 1997, and included new departments of Animation, Photography and Marketing Communications. The Departments of Audio-Visual Creation and Three-Dimensional Presentation were added in 1998 and the Department of Industrial Design in 2000.

All the art departments are focused on creative disciplines; the Department of Marketing Communications is focused on economics, sociology, psychology, where, however, a certain creative approach is also needed.

### **Programme(s) and qualification(s)**

BA/MA in Marketing and Social Communications.

BA/MA in Multimedia and Design.

### **Duration**

3-5 years.

### **Content**

The students aim to work in management positions as advertising professionals, art managers, designers and digital artists. Regardless of the programme chosen, students will receive uniquely individual attention to assist them in achieving personal and professional development goals. The majority of lecturers, professors and instructors work or have worked in their fields of instruction.

The department offers:

- design and multimedia arts;
- a well-balanced, comprehensive programme curriculum;
- internships in advertising companies, cultural institutions and real-life experiences in their field; and
- fruitful cooperation with local cultural institutions;

### **International/European dimension**

There are student exchange programmes within the Czech Republic (Brno, Prague) and with the Slovak Republic (Bratislava). The institution is an associate member of ENCATEC and a member of ELIA.

### **Special information**

As extracurricular activities there are workshops, excursions and exhibitions.

### **Lecturers**

The number of teaching personnel is 101, of whom 21 are women. Thirty-four are permanent and the rest are visiting. The person responsible for the study programmes is Jan Meisner.

### **Entry requirements**

Applicants should have a secondary school certificate and will need to pass practical and theoretical entrance exams.

### **Student profile**

Students come from Czech Republic and abroad.

### **Number of students admitted**

The current number of students is 413.

### **Course fee**

There are no course fees for Czech and Slovak students.

### **Grants or other financial support**

None.

## DENMARK

### Centre for Interdisciplinary Aesthetic Studies

**Aarhus University**  
**Langelandsgade 139**  
**DK 8000 Aarhus C**  
**DENMARK**

**Contact:** Henrik Kaare Nielsen

**Phone:** +45 89 42 18 17

**Fax:** +45 89 42 18 50

**E-mail:** aekhkn@hum.au.dk

#### Programme(s) and qualification(s)

Advanced Studies in Aesthetics and Culture.

Diploma: The programme delivers a master's degree.

#### Content

The programme is organized in two parts.

A) Cultural theory and film-related courses:

- first semester: cultural theory, analysis and policies, analysis of organisations and institutions (I), field study report;
- second semester: aesthetics and culture of film, cultural theory, analysis and policies, organisations and institutions (II), historical changes in art forms (I);
- third semester: special subject (I), special subject (II), historical changes in art form (II);
- fourth semester: final thesis.

B) Arts related courses:

- first semester: aesthetics and culture of literature, aesthetics and culture of theatre, the field of aesthetics;
- second semester: aesthetics and culture of visual arts, aesthetics and culture of music;
- third semester: cultural theory, historical changes in art forms;
- fourth semester: thesis;

Classes are in Danish. Non-Danish speaking students are offered both assistance to find a placement in a cultural institution where they can communicate in English, and individual counseling in English.

#### Duration

2 years.

#### Special information

Training delivered in art management is part of a larger training programme. Those courses can be selected by students as special fields of interest. The programme is fully oriented towards interdisciplinarity.

#### International/European dimension

The training centre is involved in the Erasmus/Socrates programmes. It has established connections with other European training centres (France, UK, Spain, Netherlands).

#### Entry requirements

Candidates must have completed 2 years at a university level.

### **Student profile**

Students mostly come from the University (departments of drama arts, music science and visual arts).

### **Fees**

None.

## KaosPilots

**Mejlgade 35**

**Århus 8000**

**Denmark**

**Director:** Uffe Elbæk

**Phone:** + 45 8612 9522

**Fax:** + 45 8612 9470

**E-mail:** nik@kaospilot.dk

**Web site:** www.kaospilot.dk

### Background, orientation and purpose

The KaosPilots - started in 1991 - is a 3-year Nordic education program in creative project and business design. The aim has been to create new methods for education in an international field of training focusing on creative project and business design.

The programme is located in the educational political arena where new concepts of competency and education are under development - concepts where the entire life of the individual involved is central. It is an experimental education, driven by the desire to discover new ways of acting and thinking - new means of constructive agency in a world increasingly characterised by disorientation, reorientation and unpredictability.

### Programme(s) and qualification(s)

The KaosPilot (equal to a bachelor's degree).

### Duration

3 years.

### Content

The degree takes 3 years and is divided into five sections that are built upon each other.

(1) Creation of the professional toolbox:

- Project management and understanding;
- Process management (communication techniques, conflict handling, decision taking);
- Understanding of evaluation tools;
- IT tools and IT understanding;
- Development of ideas and creativity training;
- PR and media understanding;
- Analysis and understanding of current society.

(2) Process management:

- Concept and process understanding;
- Systemic and holistic understanding of the connections between organisational culture, assignment and the choice of roles in the assignment execution;
- Problem and context understanding;
- Contract clarification;
- Dialog-like conversations and reflection processes, including knowledge of and training in process-promoting effects of communication;
- Coaching management and support of processes for change;
- Resistance to change;
- The role of process manager and coach; and
- Ethical problems in the consulting role;

(3) Social entrepreneurship in an intercultural context;

(4) Entrepreneurship and innovation in an intercultural context;

(5) Individual project.

Internships last three months each. Two are done abroad in Durban, South Africa and in San Francisco, California. The teaching language is mainly Danish but some courses are taught in English.

### **International/European dimension**

International and intercultural perspectives are fully integrated into the concepts and philosophy of the programme by accepting students from all the Nordic countries, and by a number of school activities that occur in other countries and cultures. The institution is a member of ENCATC.

### **Special information**

The KaosPilots have a development department that performs consultancy work and development projects for public and private companies.

### **Lecturers**

The teaching personnel consists of four team leaders and some part-time teachers. The person responsible for the KaosPilot programme is Nikolaj Henningsen, Deputy Director.

### **Entry requirements**

The applicant must be at least 21 years old, experienced in project management, with good writing and speaking skills in English and at least one Scandinavian language (Danish, Norwegian or Swedish). (Applicants from non-Scandinavian countries should have good English skills, but only must be able to understand and speak a Scandinavian language at the beginner level.)

### **Student profile**

The students come primarily from Denmark, Sweden and Norway, but every year one or two students from other European countries are accepted. Each class has an equal number of young men and women. The average age of those entering the KaosPilots programme is 24.

### **Number of students admitted**

Every year each team consists of 32 members.

### **Course fee**

The students pay DKK 40,000 = 5,375 Euro annually.

### **Grants or other financial support**

The education entitles students to a state student grant in Denmark (and is similarly recognised in Sweden, Norway and Iceland).



## RMC - Rhythmic Music Conservatory

**Leo Mathisens vej 1**  
**Holmen**  
**Copenhagen 1437**  
**Denmark**

**Director:** Prof. Dr Yadviga D. Grigorovich

**Phone:** +45 32 68 67 00

**Fax:** +45 32 68 67 66

**E-mail:** rmc@rmc.dk

**Web site:** www.rmc.dk

### Background, orientation and purpose

Rhythmic Music Conservatory (RMC) is a higher educational institution funded by the Danish Ministry of Culture. RMC offers training programmes in music and music education in the field of contemporary music (i.e. jazz, rock, pop, world, etc.).

Since opening in 1986, the RMC has become an important part of the contemporary music scene in Denmark. In 1996 the RMC moved to a new, specially-built facility in Holmen (a group of small islands just outside the centre of Copenhagen). Holmen is also the home of the National Schools of film, theatre, dance and also the Royal Danish Academy of Fine Arts, offering plenty of opportunities for students to collaborate across art forms.

Our school buildings are beautifully situated near the waterfront and have excellent facilities, such as a large number of classrooms with instruments, concert halls, recording studios, a library and ICT-facilities. All in all, the school provides a perfect location for students to prepare themselves to meet the increasing demands put on professional music performers and teachers.

The RMC is the only school in the country specialising in contemporary music training programmes. Our tutors are among the leading musicians of the country, and we have a strong international perspective to our programmes, including seminars, workshops, clinics, etc. with guest teachers from abroad.

### Programme(s) and qualification(s)

Music Management.

#### Duration

3 years.

#### Content

The Music Management programme was introduced in 2002. The programme offers a specialist training in management and innovation within the music industry.

The aim of the programme is to train the student for a career in the music industry; for instance, at record companies, concert agencies, management companies, festivals, live venues, the media and internet business, etc.

The programme focuses on three subject clusters: Music Business Studies, Popular Music Studies and Business Administration Studies.

The programme is structured in two parts:

- A 2-year basic course where students will be taught in small groups within the three subject clusters of the programme. The tuition will mainly be carried out within the RMC or with partners in the music industry, combining lectures and seminars with practical projects.
- A 1-year specialised course where students are given the opportunity to focus on one of the three subject clusters of the programme. The third year focuses upon individual studies and includes a period of study abroad and a larger final project combined with specialised studies.

## **Entry requirements**

Applicants must have completed an academic preparatory education (upper secondary school etc.). Furthermore, applicants should have relevant work experience. They should also have a flair for the artistic and commercial potentials of music. An analytical turn of mind, an aptitude for business, a sound knowledge of music and a generally good ear for music is important.

Applicants also need to be good communicators with good inter-personal skills and must have a sound knowledge of English.

# Royal School of Library and Information Science

***Institute of Cultural and Media Studies***  
***6 Birketinget***  
***Copenhagen S DK 2300***  
***Denmark***

**Director:** Leif Lørring  
**Phone:** +45 32 58 60 66  
**Fax:** +45 32 84 02 01  
**E-mail:** db@db.dk  
**Web site:** www.db.dk

## Background, orientation and purpose

The Royal School of Library and Information Science was established in 1956. It is an educational and research institution responsible to the Danish Ministry of Cultural Affairs for education, research and development at the highest level in the field of library and information science (LIS).

## Programme(s) and qualification(s)

Culture in the reflexive society - mediation and planning.  
 Cultural Theory in the Library and Information Sector.

## Duration

Culture in the reflexive society - mediation and planning - 6 months.  
 Cultural Theory in the Library and Information Sector - 5 months.

## Content

Cultural Policy in Late Modernity - mediation and planning:  
 A course for working librarians and employees of cultural institutions and administrative bodies on cultural theory, mediation and planning. The deadline for applications is June 2002.  
 Cultural Theory in the Library and Information Sector:  
 The main objective is to position the library and information sectors into a cultural context.

## International/European dimension

Excursions to cultural institutions are organised for the participants of the courses.

## Evaluation and assessment

Student performance is evaluated through participation on the courses and a final paper/thesis.

## Lecturers

The number of teaching personnel is 50, half of whom are women. The people responsible for the study programmes are Claus Secher and Dorte Skot-Hansen.

## Entry requirements

Culture in the reflexive society - mediation and planning:  
 Applicants should have a university degree (BA) and should be Librarians or have another relevant degree.  
 Cultural Theory in the Library and Information Sector:  
 Applicants should have a university degree (BA).

## Student profile

Students are university graduates from Denmark.

## Number of students admitted

The current number of students is 20 on both courses.

### **Course fee**

Culture in the reflexive society - mediation and planning - 1300 DKK.

Cultural Theory in the Library and Information Sector - none.

### **Grants or other financial support**

None.

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## **Århus University**

***Centre for Interdisciplinary Aesthetic Studies***

***Langelandsgade 139***

***Århus 8000***

***Denmark***

**Director:** Henrik Kaare Nielsen

**Phone:** +45 89 42 18 17

**Fax:** +45 89 42 18 50

**E-mail:** aekhkn@hum.aau.dk

**Web site:** <http://www.hum.au.dk/aestetik/aek/>

### **Background, orientation and purpose**

For more information, please contact the institution.

## EMA - Estonian Academy of Music

**Rävala pst. 16**

**10143 Tallinn**

**Estonia**

**Director:** Prof. Peep Lassmann

**Phone:** +372 6 675 738

**Fax:** +372 6 675 807

### Background, orientation and purpose

The mission of the Estonian Academy of Music is to educate highly qualified intellectuals - professional musicians, musicologists, actors, stage directors and music teachers in all levels of academic education, whose artistic level and education corresponds to international standards.

The objective of the Cultural Management Masters Programme is to educate managers of arts organisations, entrepreneurs promoting the Estonian cultural industry, and administrators and decision-makers with vision – professionals who work across the field of arts in a free market economy and under the cultural pluralism prevailing in modern Estonia and throughout the global cultural environment.

### Programme(s) and qualification(s)

MA in Culture Management.

### Duration

MA in Culture Management - 2 years.

### Content

Subjects in the course are:

Introduction to Cultural Management;

Cultural Policy: European, national and municipal framework;

Law and the Arts;

Cultural Theory;

Visits to organisations;

Organisational Theory;

Strategic and Business Planning;

Human Resource Management;

Project management;

Art and Technology;

Multicultural Communication Skills;

Work experience;

Marketing the Arts;

Fundraising and Sponsorship;

Financial and Managerial Accounting 1-2;

Audience Development;

Media Relations;

Leadership;

Leadership theory;

Leadership workshop;

Thesis;

Electives.

Teaching languages are Estonian and English.

### **International/European dimension**

EMA participates in the Synaxis Baltica programme (the Baltic Sea Region Students' Platform that organises September Academies for cultural management and cultural policy in the Baltic Sea countries).

### **Evaluation and assessment**

Evaluation is made by the state.

### **Lecturers**

The number of teaching personnel is 161.

### **Entry requirements**

Bachelor of Arts degree or equivalent educational level; education in the arts is desirable.

### **Student profile**

Students come from Estonia and the Nordic countries.

### **Number of students admitted**

15 per course.

### **Course fee**

Seven of the students accepted are funded by the state. Others (8) have to pay 20,000 EEK = EUR 1,280 / year.

### **Grants or other financial support**

There are no scholarships. International students should contact their local office for national funding.

## Tallinn Pedagogical University

**Faculty of Fine Arts**  
**25 Narva Road**  
**10120 Tallinn**  
**Estonia**

**Director:** Rector Mati Heidmets

**Phone:** +372 6411 624

**Fax:** +372 6411 627

### Background, orientation and purpose

The aim of the University is to offer a high quality, modern education at the bachelor, masters and doctoral levels, with the goal of facilitating a high level research and disseminating humanistic and democratic values throughout Estonian society. The University was founded in 1919.

### Programme(s) and qualification(s)

MA in Cultural Management.

### Duration

2 years.

### Content

The curriculum is structured in four content-related blocks: Sociology and Philosophy of Culture; Economy and Law; Organisation and Management; and Specialisation. The Programme includes training via lectures, distance learning and seminars. The studies take place in the form of intensive training every other weekend. The programme leads to a total of 80 credits.

### International/European dimension

The institution is a member of ENCATC.

### Evaluation and assessment

Evaluation of the students is made by examinations, papers, research, a final paper or thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 48, which includes about 20 lecturers from abroad.

### Entry requirements

Bachelor's degree in arts, social sciences or humanities, or respective qualification.

### Student profile

All students hold a university degree.

### Course fee

25,000 EEK (Estonian Crown) = EUR 1,598.

## Arts Academy at Turku Polytechnic

**Linnankatu 54**

**Turku 20100**

**Finland**

**Director:** Principal Mr Juha Kettunen

**Contact:** Arja Tulonen

**e-mail:** arja.tulonen@turkuamk.fi

**Phone:** +358 10 553 52 15

**Fax:** +358 10 553 52 02

### Background, orientation and purpose

The Arts Academy at Turku Polytechnic offers degree-level programmes in Fine Art, Performing Arts, Music, and Media & Communication. In 2002 the institution launched a new programme in Media Management which aims to train already highly-qualified professionals for different media.

### Programme(s) and qualification(s)

BA in Media Management.

### Duration

4 years (full-time).

### Content

The content of the programme include four main themes:

- 1) Basics in Media;
- 2) Leadership and Financing;
- 3) Marketing and PR; and
- 4) Projects.

Assessment is based upon active participation during lectures, essays and/or tests.

### International/European dimension

The institution is a member of ENCATC. Within the Nordic countries the Arts Academy co-operates with Sweden, Norway, Iceland, Denmark and Greenland via the Nord-plus programme.

There are also co-operation programmes and student exchange programmes (Socrates/Erasmus) with the Netherlands, the UK, Portugal, Belgium, Czech Republic, Poland, Estonia, and Latvia.

### Evaluation and assessment

Assessment is based upon active participation during lectures, essays and/or tests.

### Lecturers

There are 1 full-time and 2 part-time lecturers, and freelancers who are hired for individual courses in special areas. The person responsible for the programme is Arja Tulonen.

### Entry requirements

Students are expected to have matriculated from high school with an above-average grade. Some previous experience in the media is required.

### Student profile

The average age of students is 23.



**Number of students admitted**

14 per course.

**Course fee**

None.

**Grants or other financial support**

Students receive a grant from the State of Finland that is based on the number of study credits they commit to. They are also eligible for additional support for studying or work placement abroad.

## Helsinki Polytechnic Stadia

**Faculty of Culture and Services**

**Department of Media, Degree Programme in Cultural Production Management**

**Hämeentie 161**

**Helsinki 00560**

**Finland**

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**Web site:** [www.stadia.fi](http://www.stadia.fi)

### Background, orientation and purpose

Helsinki Polytechnic was established in 1996 when eight existing institutions of higher education run by the City of Helsinki merged. The new organisation was officially launched when the last new institutions joined the organisation in August 2000. Helsinki Polytechnic has three faculties: Faculty of Health Care and Social Services, Faculty of Technology and Transport and Faculty of Culture and Services.

The degree programme in Cultural Production Management is one of the orientation options in the Department of Media. Cultural Production Management studies provide the skills to work in production roles in audio-visual production, music, theatre and cultural events. The course emphasises long-term creative work, teamwork and managing the changes brought by new technology.

### Programme(s) and qualification(s)

Bachelor degree in Cultural Production Management.

### Duration

4 years.

### Content

Cultural Production Management studies train production personnel for cultural organisations and productions. Cultural production enables the arts to be presented to the wider public, utilising elements from marketing, business administration, communications, and art history. Cultural production managers have a thorough grasp of areas ranging from marketing to cultural awareness. The training consists of highly practical project and production work, where broad-based theory is combined with practice. Areas of specialisation are:

- (1) Event production;
- (2) Theatre production;
- (3) Audiovisual production; and
- (4) Concert production.

Cultural Production Management studies are planned to offer thorough knowledge and distinct training periods to those entering the field. The intention is to prepare new personnel with the up-to-date skills and tools to work in the field of cultural production. Students will also have the ability to work in public cultural management, and as independent professionals, entrepreneurs and employers. They will also have a command of basic information technology tools. The goal will be reached by a thorough familiarisation, including practical work, with the production processes of the various arts. Legal and commercial factors affecting these processes are dealt with as well. Study methods include lectures, information collection projects, and practical training. The total extent of the degree is 240 ECTS credits. The teaching language is mainly Finnish. Closing date for application is in March every two years.

**International/European dimension**

The Faculty is a member of ENCATC, the European League of Institutes of the Arts (ELIA), the Department of Media of Confédération Internationale de Liaison des écoles de Cinéma et Télévision (CILECT) and the European Journalism Training Association (EJTA).

**Special information**

In 2001, four students in the Programme will do their practical training (3-5 months) abroad, two in the Finnish Institute in London, one in the Nordens Hus in Reykjavik and one in Teater Og Dans I Norden in Copenhagen.

**Evaluation and assessment**

The Faculty is evaluated by the Finnish Ministry of Education, on the recommendation of the Polytechnics Evaluation Board.

**Lecturers**

There are 2 full-time lecturers. The person responsible for the programme is Samppa Murtoimäki.

**Entry requirements**

The general requirement for admission to the Helsinki Polytechnic is a general or vocational upper secondary education, together with some working experience or a record of relevant study.

Finnish students apply to the programme through a joint national application system. The joint national application does not apply to visiting foreign students but students are welcomed to the programme through different student exchange programmes and according to bilateral exchange agreements with partner institutions.

**Student profile**

Most of the students have some prior professional experience. Some of them already have a university degree. They have an age range of 21-40 and an average age of 26.

**Number of students admitted**

Biennial intake, 20 students at a time.

**Course fee**

The programme is free of charge.

**Grants or other financial support**

Domestic students receive support from the Finnish Government, which is also available for studies abroad. The government assistance comprises a study grant, housing supplement and government-guaranteed student loans. Foreign citizens can get financial help with their studies if they have lived in Finland for at least two years for a purpose other than studying, and their residence in Finland is considered to be permanent (with some exceptions, e.g., refugees).

## Humanities Polytechnic

***Cultural Management and Production***

***Tähtiniementie 26***

***Korpilahti 41800***

***Finland***

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### Background, orientation and purpose

The Humanities Polytechnic is an institute of higher education offering study in the fields of Youth Work and Recreation, Cultural Management and Production, and Sign Language Interpretation. Humanities Polytechnic works as a network based on the co-operation of 10 colleges located around Finland. It incorporates a virtual campus, benefiting from modern education and information technology. The core areas for assessment are planning, social skills, evaluation skills and media technology skills. The aim is to integrate these skills in such a way as to support students' development in their field. The student in the Humanities Polytechnic is self-directed, goal-oriented and an independent thinker. Each student draws up a personal study plan. The modes of study vary from classroom teaching, book exams, project working, work practice to virtual studies. The student is allowed considerable freedom of choice according to his personal learning style, scope of interest and previous experience.

### Programme(s) and qualification(s)

Bachelor's degree in Cultural Management and Production.

### Duration

3-1/2 years.

### Content

The programme provides the student with a broad-based expertise in the administration and production of recreational and cultural services. It trains the student to organise and run cultural work in community groups and the third sector, and to motivate people to take part in a variety of recreational and cultural activities, both in Finland and the international field. The degree programme consists of 140 credits (210 ECTS) and runs in a modularised structure. Each theme covers 5 credits which the student can choose according to his or her own interest and specialisation. Compulsory themes are:

- Orientation in the field of management;
- Digital skills;
- Humanism;
- Communication and dialogue in society;
- Arts and culture in society A+B;
- Contents of arts and culture A+B;
- Cultural working environment A+B; and
- Work placement (20-60 credits).

Optional themes in production (e.g.):

- Communication A+B;
- Entrepreneurship;
- Cultural production in the third sector;

- Cultural administration;
- Marketing;
- Cultural production across Europe;
- Festival and event management;
- The producers' toolbox ;
- Documentation of cultural events;
- Funding and sponsorship;
- Funding and the EU;
- Import and export of the arts; and
- International cultural events.

Optional themes in administration (e.g.):

- Cultural policy;
- Public administration;
- Administration in the third sector;
- Organisational management;
- Funding and sponsorship in the third sector;
- Theoretical background of culture; and
- Leadership of cultural organisations.

### **International/European dimension**

The institution is a member of ENCATC. Student and lecturer exchange programmes (SOCRATES, Leonardo da Vinci) with international universities and polytechnics are an integral part of this programme. There are also bilateral agreements between various institutions in Europe, e.g. in the UK, Germany, France, the Czech Republic, Belgium and Nordic countries, as well as in Russia and Baltic states.

### **Special information**

For international students there are various courses taught in English, e.g. Adventure Education; Ethnic and Local Cultures in Europe; Familiarisation with the Possibilities for Outdoor Activities in Finland; Global Youth Work; International Civic and Youth Work; Production of a Theatre Event; and Winter Sports in Youth Work.

### **Evaluation and assessment**

The institution is evaluated by the state. Students are evaluated through examinations, final papers and internships.

### **Lecturers**

There are around 80 lecturers across 12 different units throughout Finland. In the Cultural Management and Production programme, the number of teaching personal is around 35, divided into four different units. Around half are women.

### **Entry requirements**

A high school diploma. Relevant work experience can be taken into consideration. The enrolment of exchange students is governed by bilateral agreements between partner institutions.

### **Student profile**

Most of the students have a background in the arts and are also interested in social issues. The average age is around 23 and every year there are few mature students in the programme. The number of international students is low because the training language is mainly Finnish.

### **Number of students admitted**

Intake is around 80 students per year.

### **Course fee**

None.

### **Grants or other financial support**

All domestic students receive student money from the state. During studies abroad they receive support from the institution.

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## **Jyväskylän Polytechnic**

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Finland***

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### **Background, orientation and purpose**

For more information, please contact the institution.

## Sibelius Academy

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**Helsinki 00251**

**Finland**

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### Background, orientation and purpose

Sibelius Academy, founded in 1882, is the only music academy with university status in Finland. In addition to providing the highest education in the field of music, it engages in performing art, creative art and research. The Sibelius Academy is also a pioneer in arts management education in Finland.

The institution offers training through its Arts Management (MA programme) and in its Continuing Education Centre.

### Programme(s) and qualification(s)

MA in Arts Management.

PD in Arts Management.

### Duration

MA in Arts Management - 2 years.

PD in Arts Management - 2 years.

### Content

MA in Arts Management:

The MA in Arts Management programme, founded in 1997, is designed for students who have experience in, and a passion for, the arts and who wish to develop into skilled professional arts managers. Its goal is to equip students with practical skills combined with the analytical and conceptual abilities needed in the evolving field of arts management. In the MA Arts Management programme the teaching language is English. The course starts every second year; the next deadline for applications is in 15th March 2003.

PD in Arts Management:

The Sibelius Academy Continuing Education Centre is responsible for the teaching of music-related subjects to adults. The PD (professional development) programme is designed for people experienced or interested in leading cultural organisations and projects in all disciplines of arts. The programmes follow the tradition of the music academy: making music and learning music as an integrated creative process. It is a meeting place where professionals in the field and those using music in the course of their work can share their knowledge and exchange ideas. Around 20 percent of lectures are held in English and the remainder in Finnish. The deadline for applications is 15th March 2003.

### International/European dimension

The institution has cooperative relations with various European bodies. It is a member of ENCATC.

### Lecturers

The number of teaching personnel is 27 professors, 150 full-time lecturers and 300 part-time lecturers. The person responsible for the Arts Management MA Programme is Samu Forsblom. In the Continuing Education Centre, the person responsible is Osmo Palonen.

## Entry requirements

MA in Arts Management:

- 1) The applicant is required to hold at least the equivalent of a Bachelor of Arts degree and to have an adequate command of the English language;
- 2) The applicant is required to have practical experience of at least one arts-related field (e.g. music, dance, theatre, visual arts); and
- 3) The applicant must be suited to a management position in an arts organisation.

PD in Arts Management:

Master classes require a music degree, and some music technology courses require knowledge of technology, but there are also courses that have no entry requirements.

## Student profile

MA in Arts Management: Average age, 25-30; approximately 1/3 of the student body is from abroad.

PD in Arts Management: Depending on the course, a student has the relevant academic background; average age, 30s and 40s.

## Number of students admitted

MA in Arts Management: 10-15 students / course.

PD in Arts Management: Approximately 20 students / course.

## Course fee

MA in Arts Management: None.

PD in Arts Management: Arts Management PD Programme = EUR 4,300.

Other programmes at Continuing Education Centre are approximately EUR 500-1,000 / term.

## Grants or other financial support

Finnish residents are eligible for Finnish Government student support. Foreign students can apply for grants from different grant-making bodies.



## Sydväst Polytechnic

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### Background, orientation and purpose

The Sydväst Polytechnic is made up of 13 formerly independent vocational colleges that were merged into a polytechnic in 1996. The Degree Programme in Cultural Production has a scientific basis, combined with a practical and professional orientation. Each is divided into three levels of study. The basic studies give a general view of the whole professional discipline, and provide the student with basic theoretical and practical knowledge. During further professional studies, the student deepens his/her knowledge of a specific area. Through profile studies this knowledge is deepened and the student produces his/her bachelor thesis. The institution was established in 1996 and the programme in Cultural Production started in 1997.

### Programme(s) and qualification(s)

Bachelor's degree in Cultural Production.

Part-time programme in Cultural Production.

### Duration

Bachelor's degree in Cultural Production - 3.5 years (full-time).

Part-time programme in Cultural Production – varies.

### Content

The aim of the programme is to teach students how to plan, manage, market and produce cultural projects and events. The students will also learn how to lead activities in cultural venues, exhibition halls, galleries and similar institutions and where and how to apply for the funding of cultural activities, both nationally and internationally. The programme will provide knowledge in how culture is supported, produced, conveyed and administered in Finland.

The studies mainly consist of practically oriented themes and project work, but also of lectures and discussions. Furthermore, the studies include field trips, interviews and meetings with experts in working field. There are two lines of study in the programme: culture producer or leisure manager.

The main subjects are:

- Cultural politics;
- Cultural production and leadership;
- Entrepreneurship, risks within the cultural sector;
- III sector;
- Communication;
- Art genres; and
- Academic levels of cultural sociology, public administration.

The programme produces a total of 140 credits/ 210 ECTS credits and is the only cultural producer programme in Finland that is taught in Swedish. The closing date for application to the bachelor's programme is in March every year. The part-time programme intakes new students every four years.

## **International/European dimension**

The programme has several contacts in Nordic countries and in the Baltic region as well as with similar educational courses in other European countries. Sydväst coordinates a Nordic Nordplus-network with Culture Production/Arts Management training institutions. The programme is also part of ERASMUS, with SOCRATES student and teacher exchange, and works in the Synaxis Baltica project in the Baltic region. It is a member of ENCATC.

## **Special information**

Sydväst has a mentorship programme which provides the students with a personal mentor in the cultural field during their studies.

## **Evaluation and assessment**

Evaluation of the programme is made by the Ministry of Education.

## **Lecturers**

The number of teaching personnel is 4 full-time and 2 part-time lecturers. The person responsible for the programme is Christian Blom.

## **Entry requirements**

A high school diploma; experience in the cultural field is considered an advantage.

In the bachelor's programme, students are young undergraduates who are interested in the arts and leisure management. Some have work experience in the field.

## **Student profile**

The students come from all over Finland and may have very different areas of culture as their main interest. The average age is 23. The part-time programme for mature students consists of people in their 30s and older who wish to enhance their work in a stimulating intellectual environment while working in the cultural field.

## **Number of students admitted**

Bachelor's degree in Cultural Production: 15 students each autumn.

Part-time programme in Cultural Production: 12 students every fourth year.

## **Course fee**

None.

## **Grants or other financial support**

Domestic students receive support from the Finnish Government, which is also available for studies abroad. It comprises a study grant, housing supplement and government-guaranteed study loans.

Foreign students can get financial support for their studies if they have lived in Finland for at least two years for some purpose other than study, and their residence in Finland is considered to be permanent. International students can try to benefit from various European funds.

# University of Jyväskylä

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## Background, orientation and purpose

The University of Jyväskylä, founded in 1934, offers graduate and postgraduate degrees within the Faculties of Education, Humanities, Mathematic & Natural Sciences, Social Sciences, and Sport & Health Sciences.

The emphasis of teaching and research of Cultural Policy/Politics at the University of Jyväskylä lies in the social sciences. However, there is a significant amount of collaboration in research, education and supervision with other disciplines, both in Finland and abroad.

## Programme(s) and qualification(s)

Master of Social Sciences in Degree Programme in Cultural Policy/Politics.

PhD in Cultural Policy in Degree Programme in Cultural Policy/Politics.

## Duration

Master of Social Sciences - 2 years.

PhD in Cultural Policy - 4 years.

## Content

Master of Social Sciences:

The Degree Programme in Cultural Policy/Politics is a new social science-based study programme whose aim is to train art managers, PR officers, researchers, planners, teachers and other professionals who are already familiar with issues of cultural policy. The research and education in this programme touches several related fields, such as international cultural policy, the structures of cultural industry, and the relationships between policy/politics and art, technology and culture, and culture and economics. In addition, the programme aims to develop relevant research methodologies. Discussions on the viewpoints of civil society, cultural minorities, and environmental issues are a special emphasis. The closing date for applications in the master's programme is 16th of May.

PhD in Cultural Policy:

The Degree Programme continues as a Doctoral Programme in Cultural Policy, which consists of a doctoral seminar and advanced studies in cultural policy, social sciences and philosophy. The Doctoral Programme, functioning under the Finnish Post-Graduate School in the Social Sciences (SOVAKO), is organised by the Department of Social Sciences and Philosophy in the unit of Cultural Policy Research and Training, in cooperation with the Department of Social Sciences at the University of Joensuu. The PhD programme is open for applications throughout the year.

Structure of the Degree Programme in Cultural Policy/Politics:

- \* Courses in Cultural Policy/Politics (9-11 credits/18-22 ECTS credits)
- \* Methodological Studies in Social Science (4 credits/8 ECTS credits)
- \* Theoretical Studies in Social Science (6 credits/12 ECTS credits)
- \* Masters Thesis and Seminar in Cultural Policy/Politics

(20 + 6 credits/40 + 12 ECTS credits)

\* General and Minor Subject Studies (30 credits/60 ECTS credits)

Some courses or seminars in Cultural Policy/Politics are arranged every year.

### **International/European dimension**

Student and lecturer exchange programmes with international universities are an integral part of this programme. The programme has bilateral agreements, e.g. with the University of Maastricht, University of Minho, European University Institute, and University of Santiago de Compostela. Student exchanges also take place with other universities which provide education in the field of cultural policy. The institution is a member of ENCATC.

### **Evaluation and assessment**

In-house assessment.

### **Lecturers**

The number of teaching personnel is 2 full-time and 6 part-time lecturers. The person responsible for the programme is Anita Kangas.

### **Entry requirements**

Master of Social Sciences:

Applicants should have a bachelor's degree in social policy, political science, sociology or philosophy. Students majoring in other subjects can be accepted into the programme, but they are expected to change their major subject to one offered at the Department of Social Sciences and Philosophy.

PhD in Cultural Policy:

Master's degree.

### **Student profile**

Bachelors and Masters of Social Sciences or Art who are experienced in the field.

### **Number of students admitted**

Master of Social Sciences: 15 students per year in the Degree Programme in Cultural Policy.

PhD in Cultural Policy: A few per year in the PhD programme.

### **Course fee**

None.

### **Grants or other financial support**

All Finnish full-time students receive support from the state. International students can apply for grants from Socrates/ Erasmus programmes.

## University of Vaasa

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### Background, orientation and purpose

The University of Vaasa has 4,600 students, 380 professors, researchers, and staff; four faculties and five different institutes: it is a research university where students study business, languages, culture and communication, social sciences, and technology. The University works in close cooperation with businesses and the municipality and regional officials in the Vaasa area. Each year the University enrolls 700 new students.

### Programme(s) and qualification(s)

Culture and Design Management.

### Content

The programme is in the planning phase.

## CNFPTP

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France***

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### Background, orientation and purpose

For more information, please contact the institution.

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## Conseil Régional Nord-Pas de Calais

***Direction de la Culture  
Service Ressources et Communication  
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France***

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**Web site:** www.cr-npdc.fr / www.lead-network.org

### Background, orientation and purpose

For more information, please contact the institution.

## ENSATT - National School for Performing Arts

**4 rue Soeur Bouvier  
Lyon Cedex 05, 69322, France**

**Director:** Patrick Bourgeoi  
**Phone:** + 33 4 78 15 05 05  
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**E-mail:** nicole.garban@ensatt.fr  
**Web site:** www.ensatt.fr

### Background, orientation and purpose

ENSATT is a dramatic arts school which was established in Paris in 1941 and later moved to Lyon. It has various departments, each concentrating on a specific area of theatre such as acting, drama, light, sound, design, costume making, set design and theatre management.

The school is well known. The students are exceptionally talented, in accordance with the high standards demanded by rigorous entrance procedures. This means that in terms of employment, it is easy for theatre managers to find a job. ENSATT aims to become an international school.

### Programme(s) and qualification(s)

Theatre management.

### Duration

3 years.

### Content

The main objective is to provide the kind of training that will enable students to find employment in theatrical and cultural fields. The deadline for applications is the beginning of March.

### International/European dimension

ENSATT is a member of ELIA and SOCRATES (EU programme).

### Special information

Students attend conferences, meetings and seminars. They are involved in doing 4 productions per year.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 80, 32 of whom are women. The person responsible for the study programme is Gérard Schembri.

### Entry requirements

Applicants should have a university degree (two years) and should not be older than 25. They should also have completed A levels. Appropriate experience is preferred.

### Student profile

Students are young university graduates from France and abroad.

### Number of students admitted

The current number of students is 7 per year.

### Course fee

For exact information, please contact the institution.

### Grants or other financial support

Scholarships are available for one third of the students, based on assessment.

## **GRETA for Applied Arts**

***Performing Arts***  
***92, avenue Galliéni***  
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***France***

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**Web site:** www.greta-artsappliques.org

### **Background, orientation and purpose**

GRETA for Applied Arts is a group of prestigious national educational institutions (Ecoles Boule, 'Duperre', 'Olivier de Serres'). Its focus is continuing professional education. Its 'Performing Arts' department was established in 1975 and is designed primarily for part-time and full-time performance professionals as well as practitioners across cultural life.

Over the years, the department has gained a reputation for efficiency in education in the areas of costume and performing arts administration. The wide recognition of its diplomas serves as a proof.

The reasons for GRETA's efficiency are in its goal-orientation and quality educational structure. All lecturers are professionals in the performing arts; they are committed to the trainees' advancement during and after training.

### **Programme(s) and qualification(s)**

Performing Arts Administrator 'From the organisation to the stage' officially recognised diploma level III

Public Relations and Mass Communication in the Performing Arts;

Exchange and Analysis of Professional Practices in Performing Arts Companies;

Production and Communication of Performing Arts; and

Project Management in the Performing Arts.

### **Duration**

Performing Arts Administrator - 115 days.

Public Relations and Mass Communication in the Performing Arts - 58 days.

Exchange and Analysis of Professional Practices in Performing Arts Companies - 24 days.

Production and Communication of Performing Arts - 49 days.

Project Management in the Performing Arts - 10 days.

### **Content**

Performing Arts Administrator 'From the organisation to the stage' officially recognised diploma level III:

The main objectives are to acquire working methodologies and be able, in close co-operation with the artistic director, to develop and produce an art project within specific institutional, legal, fiscal and accounting contexts, improve and supervise personnel management, and participate in the development strategy.

Public Relations and Mass Communication in the Performing Arts:

The main objective is to be able, in close co-operation with the artistic director and the administrator, to develop and implement the policy for public relations and mass communication for a live performance enterprise.

Exchange and Analysis of Professional Practices in Performing Arts Companies:

The main objective is to be able to better evaluate and resolve professional situations related to the proper positioning, strategy and methodology of administration.

Production and Communication of Performing Arts:



The main objectives are to:

- acquire knowledge and fundamental skills to control administrative mechanisms and production in the cultural field in legal, fiscal and social contexts and be able to enhance an organisation's development.

- be able to participate, under the guidance of the artistic director and the administrator, in implementing the policy for communication and public relations of a live performance enterprise.

With its contents and methods of supervision of the trainees, this education is suited to young employees in performing arts enterprises.

Project Management in the Performing Arts:

The main objective is to provide a neutral environment, free from the pressures of the professional sphere, which allows identification of:

- the positioning of the project owner;
- the specifics of the project and its basis;
- the external perception of the project; and
- the strategies to optimise development in one's own professional context.

The deadline for applications is ideally two months before the beginning of every training course.

## Evaluation and assessment

Performing Arts Administrator:

Student performance is evaluated throughout participation in the programme, practical traineeship in an organisation and a final paper/thesis. There will be also an evaluation of professional competence by a jury on the basis of a case-study, an internship report and a presentation before the jury. The latter consists of professionals from private and subsidised live performance companies as well as from representatives of the Ministry of National Education and Culture.

Public Relations and Mass Communication in the Performing Arts:

Student performance is evaluated throughout participation in the programme, and a final paper/thesis, together with:

- a case-study report on the public relations and communication for a specific period; and
- a presentation before a jury which consists of live performance professionals.

Exchange and Analysis of Professional Practices in Performing Arts Companies:

Student performance is evaluated throughout participation in the programme.

Production and Communication of Performing Arts:

Student performance is evaluated throughout participation in the programme and evaluation of their professional skills on the basis of group work and an individual case study.

Project Management in the Performing Arts:

Student performance is evaluated throughout participation in the programme.

## Lecturers

The number of teaching personnel is 43, 18 of whom are women. All are visiting. The persons responsible for the study programmes are Programme Advisor Genevieve Abel and Education Supervisor Clara Rousseau.

## Entry requirements

Performing Arts Administrator 'From the organisation to the stage':

Applicants should have a university degree (BA level or equivalent) and at least 2 years of experience in the area of live performing arts. They should also have knowledge of spreadsheet software and data/word processing.

Public Relations and Mass Communication in the Performing Arts:

Applicants should have a university degree (BA level or equivalent) and a minimum of 2 years experience in the area of performing arts.

Exchange and Analysis of Professional Practices in Performing Arts Companies:

Applicants should have a university degree (BA level or equivalent) and a minimum of 2 years experience in the field of performing arts. They should be active part- or full-time performing arts administrators.

Production and Communication of Performing Arts:

Applicants should have a university degree (BA level or equivalent) and experience in the field of performing arts. They should preferably also be young employees in a live performance enterprise.

Project Management in the Performing Arts:

Applicants should have a university degree (BA level or equivalent) and 2 years of experience in the field of performing arts. They should preferably also be full- or part-time managers of art projects.

### **Student profile**

Students are French university graduates.

### **Number of students admitted**

The current number of students:

Performing Arts Administrator - 11 students.

Public Relations and Mass Communication in the Performing Arts - 11 students.

Exchange and Analysis of Professional Practices in Performing Arts Companies - 8 students.

Production and Communication of Performing Arts - 12 students.

Project Management in the Performing Arts - 9 students.

### **Course fee**

Performing Arts Administrator – EUR 7,200.

Public Relations and Mass Communication in the Performing Arts – EUR 4,269.

Exchange and Analysis of Professional Practices in Performing Arts Companies – EUR 3,125.

Production and Communication of Performing Arts – EUR 3,780.

Project Management in the Performing Arts – EUR 1,448.

### **Grants or other financial support**

None.

# I.U.T. Le Havre - Institut Universitaire de Technologie du Havre

**Département Carrières Sociales**  
**Place Robert Schuman**  
**B P 400**  
**76 610 Le Havre**  
**France**

**Director:** J.P. Sceaux  
**Phone:** +33 02 32 74 46 00  
**E-mail:** manuelle.sautereau@iut.univ-lehavre.fr

## Background, orientation and purpose

I.U.T. Le Havre was established in 1967. Its mission is to teach how to animate, manage and coordinate social and socio-cultural activities within various populations.

## Programme(s) and qualification(s)

Social and Socio-Cultural Activities ('Animation').

## Duration

2 years.

## Content

The main objective is to provide a 2-year course to enable students to work with a public of varied origins. The course is based on professional, theoretical teaching. Active participation aims at developing personality, sense of responsibility and an ability to relate with each other. Research and analysis into economic, social, political, cultural and teaching actualities are encouraged.

## Special information

As special events related to the study programme, there are 3 or 4 special days related to a special topic, outings to Paris (museums and shows) and projects of local animation (presented at university, town or regional level).

## Evaluation and assessment

Student performance is evaluated through examinations, papers and final paper/thesis.

## Lecturers

The number of teaching personnel is 8, 5 of whom are women. They are all permanent but there are also approximately 50 visiting lecturers. The person responsible for the study programme is Manuelle Sautereau.

## Entry requirements

Applicants should have a secondary school certificate or equivalent.

## Student profile

Students are from France only.

## Number of students admitted

Currently there are 56 students.

## Course fee

None.

## Grants or other financial support

None.

## **IC.COM - Institute for Culture, Communication and Management**

***11 boulevard de Magenta***

***75010 Paris***

***France***

**Director:** Claude Rak

**Phone:** +33 1 42 40 42 88

**Fax:** +33 1 42 40 85 26

### **Background, orientation and purpose**

The main objective of IC.COM, established in 1991, is to prepare its students to conceive, conduct, control and manage cultural activities.

### **Programme(s) and qualification(s)**

Specialisation in management and communication of cultural enterprises

Cultural projects manager

### **Lecturers**

The number of teaching personnel is 25, 15 of whom are women. Four are permanent and the rest are visiting.

## ICOMOS

**49-51, rue de la Fédération  
75015 Paris  
France**

**Director:** Jean - Louis Luxen

**Phone:** + 33 1 45676770

**Fax:** + 33 1 45660622

### **Background, orientation and purpose**

Created in 1965, following the signing of the "Venice Charter", the International Council on Monuments and Sites is devoted to the conservation of immovable cultural heritage. ICOMOS is a non-governmental organisation of some 5.500 members, with 92 national committees and 17 scientific Committees, representing an active network of cooperation. ICOMOS, as an association in partnership relations with UNESCO, is the scientific advisory body of the World Heritage Committee.

For more information, please contact the institution.

## **IESA - Institute of High Studies in Art**

***"Métiers de la culture"***

***5, avenue de l'Opera***

***75001 Paris***

***France***

**Director:** Jean-Marie Schmitt

**Phone:** +33 1 42865701

**Fax:** 33 1 42974254

### **Background, orientation and purpose**

The Institute of High Studies in Art was established in 1984. Its main objectives are training in the organisation of temporary cultural projects (exhibitions, fairs, festivals etc.) and training in the development and management of local development projects (cultural tourism, cultural and natural heritage etc.).

### **Programme(s) and qualification(s)**

Agent de développement du patrimoine;  
Project management planification;  
Organisateur de manifestations culturelles temporaires;  
Développeur de produits culturels dérivés; and  
Spécialiste en gestion de projets culturels.

### **Duration**

Agent de développement du patrimoine - 9 months.

### **Content**

Agent de développement du patrimoine:

The main objective is to enable the student to acquire the ability to conceive and organise programmes of local development using cultural and natural resources.

### **Evaluation and assessment**

Student performance is evaluated through participation in the course and practical work/internship.

### **Lecturers**

The number of teaching personnel is 50, 30 of whom are women. Five are permanent and 45 are visiting. The persons responsible for the study programme (Agent de développement du patrimoine) are Sophie de Canson and Jean-Marie Schmitt.

### **Entry requirements**

Applicants should have a university degree and be at least 23 years old. They should also have at least two years of appropriate experience.

### **Student profile**

Students are university graduates from France and abroad (mainly from EEC) with appropriate experience.

### **Number of students admitted**

The current number of students is between 15 and 30.

### **Course fee**

6000 USD.

## Institut d'études européennes de l'université de Paris VIII

**DESS de Management culturel en Europe**  
**2, rue de la Liberté**  
**St. Denis Cedex 93526**  
**France**

**Director:** Mireille Azzoug / Anne-Marie Autissier  
**Phone:** +33 1 49 40 65 92 / 65 93  
**Fax:** +33 1 49 40 65 94  
**E-mail:** iee@univ-paris8.fr / culture.europe@univ-paris8.fr  
**Web site:** www.iee2.batb1.univ-paris8.fr

### Background, orientation and purpose

For more information, please contact the institution.

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## Institut Inter-Régional d'éducation Permanente

**rue Lilas**  
**76410 Cleon**  
**France**

**Contact:** Agnes Senecal  
**Email:** inirep.cleon@wanadoo.fr  
**Phone:** +33 2 35 78 77 31  
**Fax:** +33 2 35 77 34 61

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Cultural development ('animation culturelle').

## IUT Michel de Montaigne - University Bordeaux 3

### ***Filière Culture***

***1, rue Jacques Ellul***

***Bordeaux Cedex 33080***

***France***

**Director:** Mr Daniel Garrec

**Phone:** + 33 557 12 20 30/+ 33 557 12 20 32

**Fax:** + 33 557 12 20 33

**E-mail:** [ricome@iutb.u-bordeaux.fr](mailto:ricome@iutb.u-bordeaux.fr)

**Web site:** [www.iutb.u-bordeaux.fr](http://www.iutb.u-bordeaux.fr)

### **Background, orientation and purpose**

Since 1989, the IUT Michel de Montaigne at the University of Bordeaux 3 has offered two different training programmes: Management of Cultural Action (GAC) and Conception of Projects and Cultural Mediation (CoMec). Both programmes share similar aims: to cultivate the capacities of the students in advanced thought and to analyse real situations; to develop their skills in anticipation and negotiation; to help them cope with the responsibility of managing projects; and to help them integrate into companies.

### **Programme(s) and qualification(s)**

The DUT in Management of Cultural Action (GAC) (DUT = state diploma).

Diploma in Theory of Projects and Cultural Mediation (DU-CoMec = university diploma).

### **Duration**

GAC - 1 year; CoMec - 1 year.

### **Content**

The DUT in Management of Cultural Action (GAC):

The Programme is a preliminary training in cultural management. Professionals must be able to:

- conceive of plans adding value to natural or intellectual patrimony;
- promote contemporary art;
- organise educational missions on art and culture; and
- encourage international networking in cultural fields.

The main subjects are: conception of cultural projects - tools, methods and theories; knowledge of arts and culture; the study, research and techniques of realisation; and professional practices. Training: between October and May, students undergo an internship of a minimum of three weeks in a cultural organisation connected with their professional background and then train for at least eight weeks between 1 June and 31 August. The Programme total is 1,240 hours. The deadlines for applications are 26 September 2003 and 30 September 2004.

Theory of Projects and Cultural Mediation (CoMec):

The Programme has two aims: to organise initial training leading to the award of a Diploma in the cultural sector; and within the limits of the programme, offer further training to those who already have professional qualifications. It has four modules: the theory of cultural projects; the domains of cultural mediation; pass on and let know; professional practices + stage.

Professionals must be able to:

- conceive plans adding value to natural or intellectual patrimony;
- promote contemporary art;
- organise educational missions on art and culture; and
- encourage international networking in the domains of culture.



The deadlines for the applications are 31 October 2003 and 29 October 2004.

### **International/European dimension**

Each of the programmes includes one module on European institutions and programmes given by specialists in the field. The institution also collaborates in several exchange programmes such as SOCRATES, AEGIS, RENAULT Foundation (with Japan) and ENCATC.

### **Evaluation and assessment**

GAC: Student performance is evaluated through examinations, papers, research, a final paper/thesis and an internship.

### **Lecturers**

The number of teaching personnel is 20, 11 of whom are women. Twelve are permanent and 8 are visiting. The person responsible for the study programmes is Marie Claire Ricome.

### **Entry requirements**

GAC:

Applicants should have a university degree (a minimum of 2 years after Bac) and should be at least 20 years old. They should have a proven professional project acquired in their field of interest and a general knowledge of the field. They should demonstrate an authentic liking for arts and culture, with practical cultural achievements in a professional project.

CoMec:

Applicants should have a minimum diploma Bac+2 or an equivalent European diploma; or evidence of at least 3 years of appropriate experience. They should be at least 25 years of age.

### **Student profile**

In GAC the candidates have a university degree and often some experience in the cultural sector; they range from 22 to 28 years old. In CoMec the students are arts professionals. Students of GAC are from France and abroad. Students of CoMec are from France only.

### **Number of students admitted**

The current number of students is 28.

### **Course fee**

GAC – EUR 200

CoMec – EUR 4,000

### **Grants or other financial support**

GAC: University grants - ERASMUS grants;

CoMec: All the dispositives for lifelong training.

## La Boîte à Spectacles

**BP 21826**

**Dijon Cedex 21018**

**France**

**E-mail:** [diffusion@laboiteaspectacles.asso.fr](mailto:diffusion@laboiteaspectacles.asso.fr)

**Web site:** [www.laboiteaspectacles.asso.fr](http://www.laboiteaspectacles.asso.fr)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Gestion Diffusion Production de spectacles

## Lille Catholic University

**Arts and Humanities Faculty**  
**60 Boulevard Vauban**  
**B.P. 109**  
**Lille Cedex 59016**  
**France**

**Director:** Dean Jean Heuclin  
**Phone:** +33 3 20 13 40 50  
**Fax:** +33 3 20 13 40 59  
**E-mail:** flsh@fupl.asso.fr  
**Web site:** www.icl-lille.fr

### Background, orientation and purpose

Lille Catholic University was established in 1875. The Arts and Humanities Faculty is one of the six faculties of the University. Its mission is to educate men and women who wish to have the general values of Christianity as the basis of their personal and professional lives. The faculty's pedagogical strategy is to reinforce the students' general knowledge while at the same time awakening their curiosity, giving them a sense of discernment, the ability to express themselves clearly and an analytical way of thinking, which will enable them to achieve an accurate synthesis of the data they acquire. The Arts and Humanities Faculty offers internships and placements in the world of work, both in France and abroad, encouraging the students to have an international outlook.

### Programme(s) and qualification(s)

Licence Mise en œuvre des projets culturels.  
 Maîtrise Mise en œuvre des projets culturels.

### Duration

Licence Mise en œuvre des projets culturels - 1 year.  
 Maîtrise Mise en œuvre des projets culturels - 2 years.

### Content

The study programmes prepare students who already have at least two years of successful university studies behind them for a career in the areas of cultural management, tourism or other aspects of the heritage industry.

### Special information

Lille Catholic University organises several conferences, meetings, etc. every year.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and internship.

### Lecturers

The number of teaching personnel is 36, 10 of whom are women. The person responsible for the study programmes is Claude Dognin.

### Entry requirements

Two or more years of successfully completed higher education in history, tourism, media studies, communication or languages. Other cases will be considered individually.

### Student profile

Students have at least two years of university studies behind them. They come from France, as well from the Flanders region. A few students are from Africa.

**Number of students admitted**

The current number of students is 35.

**Course fee**

Varies according to income (from 900 USD to 2500 USD per year).

**Grants or other financial support**

Students who have a brother or sister already studying at Lille Catholic University will be supported with scholarships.

## Lumiere Lyon 2 National University

***Institute of Political Studies  
IEP DRECI,  
14 avenue Berthelot  
69007 Lyon  
France***

**Director:** François Roche

**Phone:** +33 4 37 28 38 16

**Fax:** +33 4 37 28 38 21

**E-mail:** arnaud.desmazieres@univ-lyon2.fr

**Web site:** [www.iep.univ-lyon2.fr/Etudes/dessdreci.html](http://www.iep.univ-lyon2.fr/Etudes/dessdreci.html)

### Background, orientation and purpose

The main objective of the Institute of Political Studies in Lumiere Lyon 2 National University, established in the 16th century, is a high level of education and training in international cultural relations and exchange (with reference to law and management) between the institutional and private sectors.

### Programme(s) and qualification(s)

Droit des relations et des échanges culturels internationaux (DRECI)

### Duration

1 year.

### Content

The main object of the programme is to enhance professional, legal and management ability in international cultural co-operation, co-productions and exchanges. The deadline for applications is the end of August.

### Special information

The Institute of Political Studies organises a themed seminar each year.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and final paper/thesis.

### Lecturers

Number of teaching personnel is 22, 9 of whom are women. Eight of the lecturers are permanent and 14 are visiting. The person responsible for the study programme is Professor François Roche.

### Entry requirements

Applicants should have a master's degree and should be aged 22 or older.

### Student profile

Students are university graduates from France and abroad.

### Number of students admitted

Current number of students is 20.

### Course fee

200 USD.

### Grants or other financial support

Grants of the French Government for Foreigners.

## Magasin-Centre National d'Art Contemporain

***L'école du Magasin***

***155 Cours Berriat***

***38028 Grenoble Cedex 1***

***France***

**Director:** Yves Aupetitallot

**Phone:** +33 4 76 21 64 75 (L'ÉCOLE) 33 4 76 21 95 84 (MAGASIN)

**Fax:** +33 4 76 21 24 22

**E-mail:** a.vergara-bastiand@magasin-cnac.org

**Web site:** www.magasin-cnac.org

### Background, orientation and purpose

Founded in 1986 in Grenoble, le Magasin is one of the leading European contemporary art centres. It is a national and international exhibition venue. Open to contemporary creativity in all its diversity, it has a forward-looking stance. It endeavours to rethink exhibition methods, as well as methods for producing, diffusing and experiencing art. Its main missions are:

- the diffusion and promotion of contemporary art;
- the provision of professional training in contemporary art - l'Ecole du Magasin International curatorial training program;
- the heightening of public awareness of issues related to contemporary art;
- the promotion of writings on contemporary art and architecture

by

- producing temporary exhibitions at le Magasin;
- offering short term courses about contemporary art;
- training and informing teachers, students, university staff and adult groups, and participating in educational projects;
- holding lectures, symposia, performances etc.;
- organising trips to visit major contemporary art events;
- editing and publishing exhibition catalogues; and
- providing a bookshop specialising in contemporary art and architecture.

### Programme(s) and qualification(s)

L'école du Magasin, formation professionnelle aux pratiques curatoriales/International curatorial training programme.

### Duration

10 months.

### Content

Acknowledging the absence of any specialised training for the various activities related to exhibiting contemporary art, the primary objective of the programme is to give students practical experience and mastery of the conceptual, methodological and technical tools pertaining to the organisation and reception of exhibitions. The deadline for applications is 15 June 2002.

### Special information

Magasin-Centre National d'Art Contemporain is working on an international network with other curatorial training programmes based in England, Sweden, the United States, Germany, etc.

### Evaluation and assessment

Student performance is evaluated through participation, research and practical work/internship.

**Lecturers**

The number of teaching personnel is 4, 3 of whom are women. There are also different visiting teaching personnel every year. The person responsible for the study programme is Yves Aupetitallot

**Entry requirements**

Applicants should be less than 33 years old and university graduates with art or art history diplomas or experience.

**Student profile**

Students are young university graduates with a knowledge of art or art history. During 2001/2002 they were from France only.

**Number of students admitted**

Currently, the number of students is 5.

**Course fee**

None.

**Grants or other financial support**

None.

## OGACA

**13 Rue Martin Bucer**  
**67000 Strasbourg**  
**France**

**Director:** Isabelle Géhan

**Phone:** +33 3 88 76 24 10 / 24 52 (direct)

**Fax:** +33 3 88 76 24 15

**E-mail:** ogaca@iname.com / ogaca@wanadoo.fr

**Web site:** [www.reseau-sara.org/ogaca](http://www.reseau-sara.org/ogaca)

### Background, orientation and purpose

For more information, please contact the institution.



## OPC - Cultural Policies Observatory

**Formation des cadres culturels territoriaux DESS 'Direction de projets culturels'**  
**1 rue du Vieux Temple**  
**Grenoble 38000**  
**France**

**Director:** Jean-Pierre Saez  
**Phone:** + 33 4 76 44 33 26  
**Fax:** + 33 4 76 44 95 00

### Background, orientation and purpose

The Cultural Policies Observatory was created in 1989 in Grenoble, France with the support of the French Ministry of Culture and the University of Social Sciences of Grenoble. As an interface between cultural, central and local authorities and professionals, the Observatory has a national competency in training, study and research and produces information and publications on cultural policy. One-hundred and twenty professionals have already participated in the training, now in its 7th session.

### Programme(s) and qualification(s)

Formation des cadres culturels territoriaux / DESS "Direction de projets culturels".

### Duration

The course consists of 12 sessions (one week each) organised over two years, equivalent to 420 hours.

### Content

Formation des cadres culturels territoriaux / DESS "Direction de projets culturels" is a post-graduate training programme specifically for professionals from local and central authorities, as well as from artistic and cultural institutions.

Main subjects: cultural policy at local, national and international levels (4 sessions)/economics and management of culture (4 sessions)/contemporary artistic and cultural dynamics (3 sessions)/cultural industries, globalisation and local strategies (1 session).

The course language is mainly French.

Each participant must be able to communicate via e-mail and has to complete a management report, a research paper, and other assignments.

The deadline for applications is summer 2003.

### International/European dimension

33% of the programme focuses on international aspects. Examples of seminars: European institutions and culture, International cultural cooperation between states, local authorities, institutions, and professionals; European networks; Cultural Programmes of the EU; Cultural cooperation between North and South.

Each group participates in a study trip to a foreign country (usually in Europe).

The course takes place in Grenoble. Three sessions of the training, however, are organised elsewhere in France or abroad.

The institution is a member of ENCATC.

### Special information

The Cultural Policies Observatory organises many other courses concerning cultural management issues for French and foreign participants.

## **Evaluation and assessment**

Student performance is evaluated through research and a final paper / thesis. The French Ministry of Culture, Pierre Mendès France University of Grenoble, The Institute of Political Sciences of Grenoble, and the Cultural Policies Observatory liaise to organise and assess the training.

## **Lecturers**

The teaching team consists of experts in the cultural field, researchers, cultural managers, artists and other decision makers in the private and public cultural arena. The number of teaching personnel is 15, 5 of whom are women. Most of the personnel are visiting. The person responsible for the study programme is Vincent Adelus.

## **Entry requirements**

Applicants should have a university degree (Bac+4). Direct admission may be allowed with professional experience.

## **Student profile**

Students are mostly university graduates, from France and abroad.

## **Number of students admitted**

The current number of students is 22.

## **Course fee**

The course fee is EUR 4,223 for the whole post-graduate training and the university subscription per participant.

## **Grants or other financial support**

The institution receives public funding from the Ministry of Culture, the University, also private funding from private employers (e.g. associations) and training funds (Fonds d'assurance formation).

The participants have to be supported by their employers (private or public). One or two foreign professionals may be admitted as students under the same conditions.

## Paris - Sud University

**Faculté Jean Monnet**

**Groupe de recherche sur le droit du patrimoine culturel et naturel**

**Jean Monnet, 54 Bd Desgranges**

**92331 Sceaux Cedex**

**France**

**Director:** Jérôme Fromageau

**Phone:** +33 1 40 91 18 01

**Fax:** +33 1 40 91 18 03

### Background, orientation and purpose

The Department, Groupe de recherche sur le droit du patrimoine culturel et naturel, in the Paris-Sud University, was established in 1998. It aims to develop and enhance study of the law relevant to cultural inheritance and its protection. The disciplines cover issues raised by the expansion, dissemination and discussion of cultural heritage.

### Programme(s) and qualification(s)

Cultural Heritage Law (French, EU and international law).

### Duration

1 year.

### Content

The main objective of the programme is to develop and enrich reflection on objects and ways of protecting cultural heritage.

### Special information

Conferences and technical visits are arranged as special events related to the study programme.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and a final paper/thesis.

### Lecturers

Number of teaching personnel is 14, 6 of whom are women. Seven are permanent and 7 are visiting.

The person responsible person for the study programme is Jérôme Fromageau.

### Entry requirements

Applicants should have a university degree and appropriate experience.

### Student profile

Students are from France and abroad.

### Number of students admitted

The current number of students is 20.

### Course fee

300 USD.

### Grants or other financial support

Scholarships are available.

## Université Catholique de l'Ouest Angers

***Institute for the Arts, Literature and History***

***3, place André-Leroy***

***B.P. 808***

***49008 Angers Cedex 01,***

***France***

**Director:** Mr Bertrand Ham

**Phone:** +33 2 41 81 67 58

**Web site:** [www.uco.fr](http://www.uco.fr)

### Background, orientation and purpose

The West Catholic University was founded in 1875.

### Programme(s) and qualification(s)

University Diploma in 'Cultural Heritage and Cultural Mediation';

Master of Science in Information and Communication;

Preparation for the Journalism Contest;

DEUG in Plastic Arts; and

Possible special module in dance education (along with a DEUG in Literature, History or Music).

### Duration

University Diploma in 'Cultural Heritage and Cultural Mediation' - 1 year.

### Content

University Diploma in 'Cultural Heritage and Cultural Mediation':

The main objective is to educate students in various aspects of communication, initiative and public relations in both the private and public cultural sectors, in the field of heritage (museums, monuments, regional heritage, etc.) or live performance (cultural activities in theatre and across the cultural sector).

### Special information

As special events related to the programme, there are professional conferences and travel within the region to work in various cultural sites.

### Evaluation and assessment

University Diploma in 'Cultural Heritage and Cultural Mediation':

Student performance is evaluated through examinations, papers, a final paper/thesis and a compulsory internship of three months in a cultural organisation. They should also complete a heritage project and a cultural mediation project in the course of one year as part of a group of two or three people.

### Lecturers

The number of teaching personnel (Institute for the Arts, Literature and History ) is 75, of which 36 are women. Ten are permanent and the rest are visiting. The person responsible for the Diploma in Cultural Heritage and Cultural Mediation is Prof. Patrick Barbier.

### Entry requirements

Applicants should have a university degree (a "licence" which is, in France, the national diploma after 3 years of university study).

### Student profile

Only French students are admitted.

**Number of students admitted**

The current number of students is approximately 18.

**Course fee**

EUR 2,700 for the entire programme.

**Grants or other financial support**

None.

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**Université de Rouen**

***Faculty of Psychology, Sociology and Science of Education  
Mont-Saint-Aignan Cedex 7684  
France***

**Director:** Prof. Helmut Scherer

**Phone:** + 33 2 35 14 61 03

**Fax:** + 33 2 35 14 61 03

**E-mail:** jean-luc.nahel@epeire.univ-rouen.fr

**Background, orientation and purpose**

The Faculty of Psychology, Sociology and Science of Education offers teaching and research in Psychology, Sociology, Science of Education.

**Programme(s) and qualification(s)**

D.E.S.S. in responsibility for Cultural Planning.

**Lecturers**

The number of teaching personnel is 90, of which 39 are women. Sixty-two are permanent and 28 are visiting.

**Student profile**

Students are from France only.

## Université Paul Valéry

**Département des Arts du Spectacle**  
**Direction Artistiques de Projets Culturels**  
**Route de Mende**  
**34199 Montpellier Cedex 5,**  
**France**

**Director:** M. Bernard Grenier

**Phone:** +33 4 67 14 24 71

### Background, orientation and purpose

Département des Arts du Spectacle was established in 1970.

### Programme(s) and qualification(s)

D.E.S.S. 'Direction Artistique de Projets Culturels'.

### Duration

1 year.

### Content

The main objective is to give a professional training to artistic directors of cultural events. The deadline for applications is 15 May 2003 for the study year 2003/4.

### Evaluation and assessment

Student performance is evaluated throughout participation in the programme and also with practical work/internship.

### Lecturers

The number of teaching personnel is 60, out of whom 13 are women. Thirty are permanent and the rest are visiting. The person responsible for the study programme is M. Bernard Grenier.

### Entry requirements

Applicants should have a university degree.

### Student profile

Students are university graduates from France only.

### Number of students admitted

The current number of students is 25.

### Course fee

The only fee is the university registration fee.

### Grants or other financial support

The scholarships are individual and depend on a state service.

## Université Stendhal (Grenoble 3)

***Licence et Maîtrise des arts du spectacle  
Campus de St-Martin d'Hères,  
38040 Grenoble BP 25  
France***

**Director:** Lise Dumasy (Présidente de l'Université)

**Phone:** +33 4 76 82 43 00

### Background, orientation and purpose

The institution does not equip the students with skills that will qualify them for a specific job. Instead, it offers them theoretical and institutional knowledge that will help them proceed to a higher level diploma (degree in research on theatre, or a diploma that will prepare them for jobs in management, producing, programming or communication in cultural institutions) or will prepare them for entrance examinations in institutes for arts education.

### Programme(s) and qualification(s)

Master Degree in Performing Arts.

### Duration

2 years (1 year Licence, 1 year Maîtrise).

### Evaluation and assessment

Student performance is evaluated through examinations, papers and practical work/internship.

### Lecturers

The number of teaching personnel is 14, 6 of whom are women. Eleven are permanent and the rest are visiting. The persons responsible for the study programmes are Bernadette Bost and Jean Caune.

### Entry requirements

Applicants should have studied two years in University (diplôme DEUG) and have appropriate experience. Students who do not have a diploma but have professional experience may be accepted if they provide evidence of their professional background.

### Student profile

Students are from France only.

### Number of students admitted

The current number of students is between 25 and 30.

### Course fee

Enrolment at the regular fees charged by French universities.

### Grants or other financial support

None.

## Université Charles-de-Gaulle Lille III

**Domaine universitaire littéraire de Villeneuve-d'Ascq**  
**Pont-de-Bois BP 149**  
**59653 Villeneuve-d'Ascq Cedex**  
**France**

**Director:** Michel Felix  
**Phone:** +33 3 20 41 60 00  
**Fax:** +33 3 20 91 91 71  
**Web site:** [www.univ-lille3.fr](http://www.univ-lille3.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Européen de développement culturel-commercial: la France en perspective.

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## Université Charles de Gaulle-Lille 3

**Tourcoing**  
**France**

**Director:** Maryse Bresson  
**E-mail:** [bresson@univ-lille.fr](mailto:bresson@univ-lille.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DUT Carrières sociales, option animateur socio-culturel.



## Universite d'Angers

**IMIS ESTHUA (School of Tourism)**  
**7, Allée F.Mitterand-BP 40455-49004**  
**Angers Cedex 01**  
**France**

**Phone:** +33 2 41 96 21 99

**Fax:** +33 2 41 96 22 00

**E-mail:** [scolarite@esthua.univ-angers.fr](mailto:scolarite@esthua.univ-angers.fr)

**Web site:** [www.univ-angers.fr](http://www.univ-angers.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Nouvelles technologies et conception de produits: Patrimoine, Culture, Loisirs.

DESS Chargé de développement territorial: Tourisme et Culture.

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## Université d'Avignon et des Pays du Vaucluse

**Site Universitaire Sainte-Marthe**  
**74, rue Louis-Pasteur**  
**84029 Avignon Cedex 01,**  
**France**

**Director:** Jean-Claude Ragot

**Phone:** +33 4 90 16 27 19

**Fax:** +33 4 90 16 27 13

**E-mail:** [iup-culture@univ-avignon.fr](mailto:iup-culture@univ-avignon.fr)

**Web site:** [www.univ-avignon.fr](http://www.univ-avignon.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Métiers des Arts et de la Culture.

Culture et Technologies.

## Université d'Orleans

**Château de la Source-BP 6749**  
**45067 Orléans Cedex 2**  
**France**

**Director:** Michel Pertué  
**Phone:** +33 2 38 41 71 71  
**Fax:** +33 2 38 41 70 69  
**E-mail:** Michel.Pertue@univ-orleans.fr  
**Web site:** www.univ-orleans.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Gestion Locale du patrimoine culturel.

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## Université de Bretagne-Sud

**UFRet IUP: 4, rue Jean Zay**  
**BP 92116**  
**56321 Lorient Cedex**  
**France**

**Phone:** +33 02 97 87 29 13

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Licence Lettres, arts, mention gestion et valorisation des ressources culturelles.

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## Université de Bretagne Sud

**Arradon**  
**France**

**Phone:** +33 2 97 87 11 25  
**E-mail:** contact@univ-ubs.fr  
**Web site:** www.univ-ubs.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Métiers des Arts et de la Culture.

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## Université de Cergy-Pontoise

**33 blvd du Port**  
**95011 Cergy-Pontoise Cedex, France**

**Director:** Claude Faïk

**Phone:** +33 1 34 25 60 00

**Fax:** +33 1 34 25 61 01

**E-mail:** formation.contenue@u-cergy.fr / Claude.Faik@ach.u-cergy.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Les Métiers du dÉveloppement culturel et du tourisme.

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## Université de droit, d'économie et des sciences

**Espace Van Gogh**  
**13627 Arles, France**

**Director:** Melle Nicolai

**Phone:** +33 4 90 49 37 53

**Fax:** +33 4 90 49 99 21

**E-mail:** pedagogie.fea@fea.u-3mrs.fr

**Web site:** www.u-mrs3.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Conception et mise en oeuvre de projets culturels.

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## Université de Franche-Comté U.F.R.

**30, rue Mégevand**  
**25030 Besancon Cedex, France**

**Director:** Olivier Thevenin

**Phone:** +33 03 81 66 66 66

**Fax:** +33 03 81 66 53 00

**E-mail:** olivier.thevenin@univ-fcomte.fr

**Web site:** <http://slhs.univ-fcomte.fr/>

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Licence-Métiers de l'exposition.

## Université de la Sorbonne Nouvelle Paris III

**17 rue de la Sorbonne**  
**75230 Paris Cedex 05, France**

**Phone:** +33 1 40 46 28 97/99

**Fax:** +33 1 43 25 74 71

**Web site:** [www.univ-paris3.fr](http://www.univ-paris3.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Licence et maîtrise-Conception et mise en oeuvre de projet culturel.

DESS Direction de projets culturels.

## Université de Limoges

**Faculté des Lettres et des Sciences Humaines**  
**39 E, rue émile Guérin, F-87036 Limoges Cedex, France**

**Director:** Alain Cubertafond

**Phone:** +33 5 55 43 56 35

**Fax:** +33 5 55 43 56 03

**E-mail:** [nouhaud@novell-lettres.unilim.fr](mailto:nouhaud@novell-lettres.unilim.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DEUST Métiers de la Culture.

## Université de Nanterre Paris X

**200 avenue de la République**  
**92001 Nanterre Cedex, France**

**Director:** Agnès Chauveau

**Phone:** +33 1 40 97 72 00

**Fax:** +33 1 40 97 75 71

**E-mail:** [UFR-SSA@u-paris10.fr](mailto:UFR-SSA@u-paris10.fr)

**Web site:** [www.u-paris10.fr](http://www.u-paris10.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Consultant culturel, projet culturel et environnement social.

## Université de Nantes

**1, Quai de Tourville**  
**BP 1026**  
**44035 Nantes Cedex 01**  
**France**

**Phone:** +33 2 40 99 83 83

**Fax:** +33 2 40 99 83 00

**Web site:** [www.univ-nantes.fr](http://www.univ-nantes.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Développement culturel de la ville.

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## Université de Pau et des Pays de l'Adour

**29-31, Cours du Comte de Cabarrus**  
**64115 Bayonne Cedex**  
**France**

**Phone:** +33 5 59 52 50 00

**Fax:** +33 5 59 63 07 77

**Web site:** [www.univ-pau.fr](http://www.univ-pau.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Juristes et cadres européens

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## Université de Perpignan

**52, Avenue de Villeneuve**  
**66860 Perpignan Cedex**  
**France**

**Phone:** +33 4 68 66 20 00

**Fax:** +33 4 68 66 19 21

**Web site:** [www.univ-perp.fr](http://www.univ-perp.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Formation et ingénierie culturelles et touristique

## Université de Provence Aix-Marseille

**3, place Victor Hugo**  
**13331 Marseille Cedex 3, France**

**Director:** Francoise Bernard  
**Phone:** +33 4 91 10 60 00  
**Fax:** +33 4 91 10 60 06  
**E-mail:** missioncom@up.univ-mrs.fr  
**Web site:** www.up.univ-mrs.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Stratégies et développement de la médiation culturelle de l'art

## Université de Reims Champagne-Ardenne

**Villa Douce 9 blvd de la Paix**  
**51097 Reims Cedex, France**

**Director:** Jean-Claude Nemery  
**Phone:** +33 3 26 91 30 00  
**Fax:** +33 3 26 91 30 98  
**E-mail:** je.nemery@univ-reims.fr / monique.dessalles@univ.reims.fr  
**Web site:** www.univ-reims.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Administration locale, développement local et culturel

## Université de Tours / Université Francois-Rabelais

**3 rue des Tanneurs**  
**37041 Tours Cedex 1, France**

**Director:** Pierre Billio-Laroute  
**Phone:** +33 2 47 36 66 00  
**Fax:** +33 2 47 36 64 10  
**E-mail:** billion@univ-tours.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DUT Carrières sociales, option animation sociale et socio-culturelle

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## Université de Valenciennes et du Hainaut-Cambrésis

**Le Mont-Houy BP 311**  
**59304 Valenciennes Cedex, France**

**Director:** Sylvie Merviel  
**Phone:** +33 3 27 51 12 34  
**Fax:** +33 3 27 51 11 00  
**E-mail:** Sylvie-Merviel@univ-valenciennes.fr  
**Web site:** www.univ-valenciennes.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Management de la communication audiovisuel

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## Université des Sciences Sociales Toulouse I

**Place Anatole France**  
**31042 Toulouse Cedex, France**

**Phone:** +33 5 61 63 35 00  
**Fax:** +33 5 61 63 37 98  
**Web site:** www.univ-tlse1.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Management des politiques est des organisations du sport et des loisirs dans le contexte européen

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## Université du Littoral-Côte d'Opale

Departement Lettres et Arts, Médiation Culturelle  
CGU de Dunkerque, 49/79 Place du général de Gaulle, BP5529  
59 379 Dunkerque Cedex I, France

**Phone:** +33 3 28 23 73 28  
**Fax:** +33 3 28 33 73 13  
**E-mail:** relint@univ-littoral.fr

### Background, orientation and purpose

For more information, please contact the institution.

## Université du Maine le Mans

**Avenue Olivier Messiaen-BP 535  
72017 Le Mans Cedex, France**

**Director:** Yolande Planchais  
**Phone:** +33 2 43 83 30 00  
**Fax:** +33 2 43 83 30 77  
**E-mail:** Yolande.Planchais@univ.lemans.fr  
**Web site:** www.univ-lemans.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Valorisation du patrimoine culturel et développement local

## Université Lumière Lyon II

**86, rue Pasteur  
69365 Lyon Cedex 07, France**

**Director:** Marc Frangi / Maurice Gaillard  
**Phone:** +33 4 78 69 70 00  
**Fax:** +33 4 78 69 56 01  
**E-mail:** Marc.Frangi@univ-lyon2.fr / Maurice.Gaillard@univ-lyon2.fr  
**Web site:** www.univ-lyon2.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Droit, relations, échanges culturels et internationaux  
DESS Entreprises, collectivités locales européennes et coopération

## Université Nancy II

**Rue Baron Louis - BP 454  
54001 Nancy Cedex, France**

**Phone:** +33 3 83 34 46 00  
**Fax:** +33 3 83 30 05 65  
**Web site:** www.univ-nancy2.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DEUG Lettres et Langues, mention médiation culturelle



## Université Paris 12

**Faculty of Letters and Human Sciences**  
**Licence Mediatum Culturelle**  
**61 avenue du Général de Gaulle**  
**9400 Créteil Cedex, France**

**Director:** Mme Sylvie Jouanny  
**Phone:** +33 1 45 17 11 41  
**Fax:** +33 1 45 17 11 85  
**Web site:** [www.univ-paris12.fr](http://www.univ-paris12.fr)

### Background, orientation and purpose

The Faculty of Letters and Human Sciences in the Université Paris 12 has offered a study programme "Licence Mediatum Culturelle" since 2001.

## Université Paris Dauphine Paris IX

**Place du Maréchal de-Lattre-de-Tassigny**  
**75775 Paris Cedex, France**

**Director:** Xavier Dupuis  
**Phone:** +33 1 44 05 44 05  
**Fax:** +33 1 44 05 41 41  
**Web site:** [www.dauphine.fr](http://www.dauphine.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Gestion des institutions culturels

## Université Paris-Nord Paris XIII

**Avenue Jean-Baptiste Clément**  
**93430 Villetaneuse, France**

**Phone:** +33 1 49 40 30 00  
**Fax:** +33 1 49 40 38 93  
**Web site:** [www.univ-paris13.fr](http://www.univ-paris13.fr)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Edition  
 DESS Conception et réalisation d'expositions  
 DESS Sciences du jeu, activités ludique, produits culturels et éducatifs

## Université Paris-Sorbonne Paris IV

**1 rue Victor Cousin**  
**75230 Paris Cedex, France**

**Director:** Jean-Jacques Velly  
**Phone:** +33 1 40 46 22 11  
**Fax:** +33 1 40 46 25 88  
**E-mail:** scuio@paris4.sorbonne.fr  
**Web site:** www.paris4.sorbonne.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS Administration et gestion de la musique.

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## Université Pascuale Paoli Corse

**7, a. Jean Nicoli**  
**20250 Corte BP 52, France**

**Director:** Frédérica Casanova  
**Phone:** +33 4 95 45 00 08  
**E-mail:** casanova@univ-corse.fr

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

DESS de droit des Collectivités territoriales et de développement local insulaire (module Droit de la Culture).

## Université Paul Valéry-Montpellier III

**Centre Vauban, rue Docteur Georges Salan  
30021 Nîmes Cedex 1, France**

**Director:** Alain Chante

**Phone:** +33 4 66 36 45 00

**Fax:** +33 4 66 36 45 01

**E-mail:** scuio@univ-montp3.fr

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

DEUG Arts, mention médiation culturelle et communication.

## Université Pierre Mendès France

***Institut d'études Politiques de Grenoble***

***B.P. 45***

***38040 Grenoble Cedex 9***

***France***

**Director:** Mireille Pongy

**Phone:** +33 4 76 82 60 02

**Fax:** +33 4 76 82 83 70

**E-mail:** metcult@iep.upmf-grenoble.fr

**Web site:** www.sciences-po.upmf-grenoble.fr

### Background, orientation and purpose

Institut d'études Politiques de Grenoble in Université Pierre Mendès France offers the study programmes DESS "Direction de projets culturels" - option "Métiers de la culture".

### Programme(s) and qualification(s)

DESS "Direction de projets culturels" - option "Métiers de la culture".

### Duration

1-2 years.

### Content

DESS "Direction de projets culturels" was created in 1984 as a response to the increasing demand for well-qualified professionals in the cultural field, especially in public institutions. It offers two options: "Cadres culturels territoriaux" (organised by the Observatoire des Politiques Culturelles, Grenoble), designed for candidates who are already professionally involved in the cultural sector, and "Métiers de la culture", offered to graduates as an initial training.

The programme's content is based on the grounding of a cultural project. It covers:

Theoretical modules: cultural policies; sociology of arts and culture; history of arts and culture; cultural economics; communication.

Practical modules: artists and mediators; a multidisciplinary space; museums and regional heritage; human resources; management of the cultural enterprise; accountancy.

### International/European dimension

The Cultural Policy module is partly directed towards issues raised by European cultural policies, the influence of the European Union structure on culture, etc. The students also participate in a one-week residency abroad. The institution is an associate member of ENCATC.

### Lecturers

The number of teaching personnel is 60, 27 of whom are women. The person responsible for the study programme is Mireille Pongy.

### Entry requirements

The applicants should have a diploma at the "Maîtrise" level. Admission is based on the quality of the dossier, previous experience, and the individual qualities of the candidate. The selection has two phases: pre-selection of dossiers (July) and individual interviews (September).

### Student profile

The students come from various fields, mostly the humanities and social sciences. They have some knowledge of the arts, but personal skills also allow them to engage in interdisciplinary work. They are from France and abroad.

**Number of students admitted**

18 per year.

**Course fee**

EUR 700 Pédagogie,

EUR 275 Métiers de la culture.

**Grants or other financial support**

Available for 4-6 students per year. For more information please contact the programme secretariat directly.

## University Jean Moulin Lyon 3

**Faculté de philosophie**  
**74, rue Pasteur**  
**69365 Lyon Cedex 07**  
**France**

**Director:** Prof. Dr Gilles Guyot

**Phone:** +33 4 78 78 70 10

**Fax:** +33 4 78 78 79 79

### Background, orientation and purpose

University Jean Moulin Lyon 3 was established in 1973. Its main objective is training.

### Programme(s) and qualification(s)

Diplôme d'études supérieures spécialisées: "Muséologie et nouveaux médias".

### Duration

1 year.

### Content

This programme offers training both in museology and data processing. Its purpose is to create a new category of responsible staff for museums, advisors in new technologies and external consultants.

### Evaluation and assessment

Student performance is evaluated through participation in the programme and internship.

### Lecturers

The number of teaching personnel is 600, 257 of whom are women. Forty-five are visiting. The person responsible for the study programme is Professor Doctor Bernard Deloche.

### Entry requirements

Applicants should have a university degree in philosophy.

### Student profile

Students are university graduates from France and abroad.

### Number of students admitted

The current number of students is 20.

### Course fee

116 USD.

### Grants or other financial support

None.

## University of Artois

***Institut Universitaire Professionnalisé des Métiers des Arts et de la Culture - Patrimoine et Tourisme***  
***9 Rue du Temple***  
***BP 665***  
***62030 Arrax Cedex***  
***France***

**Director:** Charles Giry-Deloison

**Phone:** +33 3 21 60 38 30

**Fax:** +33 3 21 60 38 34

**E-mail:** iupp-t@univ-artois.fr

**Web site:** www.univ-artois.fr

### Background, orientation and purpose

The IUP Patrimoine et Tourisme in the University of Artois was established in 1995. It offers an MA course in Heritage and Tourism. Its main objective is to train future managers in the field of French and European Heritage and Cultural Tourism.

### Programme(s) and qualification(s)

DEUG des Métiers des Arts et de la Culture - Patrimoine et Tourisme - the first year of the MA course;  
 Licence des Métiers des Arts et de la Culture - Patrimoine et Tourisme - the second year of the MA course;

Maîtrise des Métiers des Arts et de la Culture - Patrimoine et Tourisme - the third year of the MA course.

### Duration

DEUG des Métiers des Arts et de la Culture - Patrimoine et Tourisme - 1 year.

Licence des Métiers des Arts et de la Culture - Patrimoine et Tourisme - 1 year.

Maîtrise des Métiers des Arts et de la Culture - Patrimoine et Tourisme - 1 year.

### Content

The 3-year course leading to a Maîtrise des Métiers des Arts et de la Culture - Patrimoine et Tourisme covers the following subjects: History, History of Arts, Heritage, Geography, Law, Economics, Management of Projects. Each student is also required to do a work placement of 8 weeks at the end of the first year and 12 weeks at the end of each of the second and third years.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and practical work/internship.

### Lecturers

The number of teaching personnel is 60, 13 of whom are women. Six are permanent and the rest are visiting. The person responsible for the study programme is Charles Giry-Deloison.

### Entry requirements

Applicants must have successfully completed one year at university, in a "classe préparatoire", or have obtained a BTS (Brevet de Technicien Supérieur) before being allowed to take the entrance tests to the IUP.

### Student profile

Students are from France and Europe.

### Number of students admitted

The current number of students is 62.

## University of Burgundy

***IUP Denis-Diderot, Management de la Culture, de l'éducation et de la Formation***  
***36 Rue Chabot-Charny***  
***21000 Dijon***  
***France***

**Director:** Claude Patriat

**Phone:** + 33 3 80 58 98 70

**Fax:** + 33 3 80 58 98 55

**E-mail:** cpatriat@u-bourgogne.fr

**Web site:** www.iup-denisdiderot.com

### Background, orientation and purpose

"Instituts Universitaires Professionalisés", or "IUP" were created in 1991. "IUP" is an attempt to involve professionals in the University. This means that the institution works very much like a college of engineering, with a majority of the teaching done by professionals. The original name is "IUP de Management de la Culture, de l'Education et de la Formation" and it is a part of the Université de Bourgogne.

### Programme(s) and qualification(s)

DEUG/ BA/ MA in Arts Administration and Management.

DEUG/ BA/ MA in Management of Education and Training.

### Duration

DEUG in Arts Administration and Management - 1 year.

BA in Arts Administration and Management - 2 years.

MA in Arts Administration and Management - 3 years.

### Content

DEUG/ BA/ MA in Arts Administration and Management:

The three years at the IUP follow the usual scheme of university curricula, with students getting a DEUG at the end of their first year, a licence (BA) and then a maîtrise (MA). Together with the maîtrise, an ingénieur-maître title is awarded to students who have met specific professional requirements.

Some examples of subjects in the programme are: sociology of organisations; economics; labour relations and law; European institutions; arts projects analysis; media analysis; museology; public sector management and finance; arts marketing; management and tax systems for arts organisations; arts administration; publishing industry. Part of the programme is a work placement in a public, corporate or non-profit arts organisation.

The deadline for the applications for the DEUG and BA programmes is in May.

### International/European dimension

The University of Bourgogne maintains SOCRATES co-operation with the Dundalk IT, Ireland and Dartington College, England. It is a member of ENCATC.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, research and practical work/internship. As a university, the IUP is regularly assessed by the Ministry of Education and Research.

### Lecturers

Over half the teaching is done by professionals in the field. The person responsible for the study programmes is Dr Claude Patriat.



**Entry requirements**

Applicants should have successfully completed a first year of college studies. Admissions are also possible directly in the second year (licence). An initial selection is made from academic records and written applications. Interviews are then conducted to select the students. International applicants should have a good knowledge of French, as the French courses they will take in Dijon (about 6 hours a week) cannot compensate for an inadequate standard on arrival.

**Student profile**

The average age of students is 23, with mature students making up 10 to 15 percent of classes. Most are already involved in the arts. There are few international students in the programmes but most of are from France.

**Number of students admitted**

The number is limited to 35 per year; it varies from 27 to 34.

**Course fee**

300 USD.

**Grants or other financial support**

Domestic students have access to revenue-based grants. All students have access to revenue-based rent reimbursement (APL).

## **UNSA - University of Nice-Sophia Antipolis**

**MediaTeC - Research Centre on Cultural Mediations and Communication Technologies**  
**Department Art, Communication, Languages**  
**Faculty of Art, Literature and Human Sciences**  
**University of Nice-S**  
**06200 Nice**  
**France**

**Director:** Prof. Yannick Geffroy

**Phone:** +33 4 93 37 55 93

**Fax:** +33 4 93 37 55 47

**E-mail:** mediatec@unice.fr

**Web site:** www.unice.fr/MediaTec

### **Background, orientation and purpose**

MediaTeC, which is the Research Centre of the Art, Communication, Languages Department at the University of Nice-Sophia Antipolis, was established in 1998. It controls and coordinates the disciplined scientific instigation and development of postgraduate professional research and training programmes in the Social and Human Sciences, and Information and Communication Sciences.

Today, MediaTeC's main objectives concern the training of professionals and researchers in the multi-disciplinary fields of Information and Communication Sciences, devoted in particular to the dynamic process links between Society, Culture and Communication.

Through diverse professional and postgraduate Programmes in the MediaTeC Centre, close attention can be focused on the relationships between arts, sciences and new technologies, according to the Centre's fundamental framework, aims and perspectives.

### **Programme(s) and qualification(s)**

DEA Communication Technologies and Cultures - visual communication and social networks;

European DESS: Mediterranean identities, cultures and communication;

DESS Ingénierie de la Creation et nouvelles technologies;

DESS Culinary Arts Management - cultures, communication and development; and

DESS Clinical psychology of families and groups in crisis - systematic and psychoanalytic approaches.

### **Duration**

1 year.

### **Content**

The deadline for applications is 1 September.

### **Evaluation and assessment**

DEA Communication Technologies and Cultures:

Student performance is evaluated through research and a final paper/thesis.

European DESS / DESS Ingénierie de la Creation et nouvelles technologies:

Student performance is evaluated through a final paper/thesis.

DESS Culinary Arts Management / DESS Clinical psychology of families and groups in crisis:

Student performance is evaluated through a final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 10, 5 of whom are women. Ten are permanent and the rest are visiting. The person responsible for the study programmes is Prof. Yannick Geffroy.

### **Entry requirements**

Applicants should have a university degree.

**Student profile**

Students are university graduates from France and abroad.

**Number of students admitted**

DESS Clinic psychology of families and groups in crisis- the current number of students is 25. In each of the other programmes, the current number of students is 20.

**Course fee**

EUR 260.

**Grants or other financial support**

None.

## UPJV - University of Picardie Jules Verne

***Faculty of Philosophy and Social Sciences, Sociology Section***

***Présidence de l'Université***

***Campus***

***80025 Amiens Cedex 1***

***France***

**Director:** Prof. Gilles Demailly

**Phone:** +33 3 22 82 72 72

**Fax:** +33 3 22 82 75 00

**Web site:** [www.u-picardie.fr](http://www.u-picardie.fr)

### Background, orientation and purpose

The University of Picardie Jules Verne was established in 1969. Its main objectives are teaching and research.

### Programme(s) and qualification(s)

Postgraduate diploma in Culture and Heritage.

International Conferences on Globalisation Research and Culture.

### Duration

Postgraduate diploma in Culture and Heritage - 1 year.

### Content

Postgraduate diploma in Culture and Heritage:

The main objective is to train professionals in the cultural field to work in diverse institutional and social contexts where they will initiate, develop and manage projects.

### Special information

Participation in meetings and group seminars for specialised research.

### Evaluation and assessment

Postgraduate diploma in Culture and Heritage:

Student performance is evaluated through examinations/papers, a final paper/thesis, research and practical work/internship.

### Lecturers

The person responsible for the study programme is Prof. Marie-Caroline Vanbremeersch.

### Entry requirements

Applicants should have a university degree. Entry is possible with evidence of professional experience.

Placement or practical experience within the cultural sector are an asset but not obligatory.

### Student profile

Students are university graduates from France and abroad.

## SCF - Stichting Caucasus Foundation

**Caucasus University /CU/  
45, Ilia Chavchavadze ave.  
380062 Tbilisi  
Georgia**

**Director:** Iuri Mgebrishvili - Director of CU

**Phone:** +995 32 294306, 250089

**Fax:** +995 32 250089

**Web site:** [www.azerinet.com/SCF](http://www.azerinet.com/SCF)

### Background, orientation and purpose

The Stichting Caucasus Foundation is based in the Netherlands and has its head office in Tbilisi (Georgia). The Stichting Caucasus Foundation supports Caucasian countries currently in the process of integration with other European countries in the field of culture; at the same time it looks for new forms of cultural cooperation worldwide. The Foundation sets up and implements programmes and events in art and culture for professional artists, in order to promote open and democratic societies within the Caucasus region.

SCF implements joint projects with different countries and introduces modern methodologies into education systems; IBCCP supports the creative initiative and self-assertion of young artists, and provides a cultural space for performing arts management.

The SCF provides short-term courses, seminars and workshops in performing arts management, sponsorship, playwriting, training of actors and young directors, international cooperation in the arts, cultural policy, etc. The course leads to a certificate.

Each year SCF provides short-term courses on different cultural management topics such as international cooperation in the arts, performing arts management (funding, budget planning), sponsorship (methods, funding strategies, case studies) and management for cultural policy. Seminar programmes include lectures, workshops and discussions. SCF organises master classes and workshops for directors, actors and playwrights.

The courses are part-time. Graduate, undergraduate and postgraduate degrees are awarded. The course languages are English, Russian and Georgian.

### Programme(s) and qualification(s)

Arts Management, People Management.

Sponsorship and Fundraising.

Marketing and Business Planning.

International Co-operation In the Arts.

### Duration

From 2 to 6 days.

### Content

Arts Management, People Management, main objectives;

To develop skills for planning and managing an arts project;

To understand and work with the process of change;

To understand how organisations develop and work; and

To develop individual interpersonal and teamwork skills;

Sponsorship and Fundraising, main objectives:

To understand the different sources of funding for arts and cultural projects and the needs of the different people and organisations involved;

To assess one's own organisation in order to determine the most effective fundraising strategy;  
To understand how to use research to target potential sponsors;  
To develop skills in preparing an application; and  
To develop negotiation skills.

Marketing and Business Planning, main objectives:

To provide a practical introduction to business planning for the arts;  
To develop a clear mission and objectives for an arts organisation; and  
To understand the role of marketing within an arts context.

International Co-operation In the Arts:

The seminar will focus on international and intergovernmental organisations and their influence on cultural activities and artistic life.

While the process of internationalisation of cultural life is irreversible, the capacity of existing international bodies to serve the artistic community is limited. Knowledge of the respective policies of these organisations, and their aims and programmes, is an essential tool to broaden one's focus on international cultural life, and current international co-operation practice in the arts.

Through presentations, this seminar will provide an insight into the existing programmes of various international organisations, as well as the practice of internationally operating local organisations and various networks.

Open debate will conclude the daily sessions, in which participants will be invited to comment on the questions raised and speakers will be confronted with problems and dilemmas brought up by the participants.

## **International/European dimension**

The Course programmes have a strong international orientation. SCF cooperates with the Amsterdam-Maastricht Summer University and Felix Meritis Foundation (The Netherlands), CONCEPTS, Visiting Arts (UK), and KulturKontakt (Austria).

The institution is a member of Gulliver, CONCEPTS and ENCATC. SCF participates as host organisation in the Gulliver Connect programme.

## **Special information**

After all the courses the students are invited to join the Caucasian Arts Managers Network (CAMN) to participate in annual meetings and become involved in various co-projects.

## **Evaluation and assessment**

Student performance is evaluated through research and practical work/internship.

## **Lecturers**

The number of teaching personnel is 7, 2 of whom are women. Two are permanent and 4 are visiting. The person responsible for the study programmes is Mr Iuri Mgebrishvili.

## **Entry requirements**

Selection is based on the participant's CV, a motivation letter and a letter of recommendation.

## **Student profile**

Most of the students come from the dramatic arts, music science or the visual arts; professionals working in the arts also attend. They come from Georgia and abroad.

## **Number of students admitted**

The current number of students is 25. Thirty-five attend the International Co-operation In the Arts seminar.

## **Course fee**

100-300 USD.

## **Grants or other financial support**

Scholarships are available for participants from Caucasian Region.

## GERMANY

### **BBW - Akademie für Betriebswirtschaftliche Weiterbildung GmbH**

**Kultur/Medien/Events**  
**Schönhauser Allee 6/7**  
**10119 Berlin**  
**Germany**

**Director:** Dr Andreas Forner  
**Phone:** +49 30 440 335 32  
**Fax:** +49 30 440 335 33  
**E-mail:** bbw@bbw-berlin.de  
**Web site:** www.bbw-berlin.de

#### **Background, orientation and purpose**

BBW Akademie, established in 1972, offers cultural management programmes on five different levels: One-year, full-time courses for unemployed cultural managers to improve their chances in the cultural labour market; one-year, part-time courses as further training for cultural managers who want to professionalise their skills; individually-designed seminar programmes for cultural institutions or regions; 2-week summer academies on special topics in cultural management, such as "Eventmarketing", "Funding" or "Cultural Management for Beginners"; and event-management training for unemployed young people (aged 18-24).

#### **Programme(s) and qualification(s)**

European Cultural Management.  
Cultural Management - 12 weekend seminars.

#### **Duration**

European Cultural Management - 12 months (full-time).  
Cultural Management - 1 year.

#### **Content**

European Cultural Management:

The programme comprises about 1,400 hours with the following themes:

- Cultural Management (Fundraising/ Sponsoring, Networking, Cultural Projects within the EU, Festival Management, International Arts Management, International Co-operations in the Arts), 240 hours.
- Project Management, 80 hours.
- Accounting and Finance, 184 hours.
- Entrepreneurial Behaviour, 40 hours.
- Marketing / Online Marketing, 128 hours.
- Public Relations, 60 hours.
- Legal Aspects within Culture, 60 hours.
- Workshop: Event management, 24 hours.
- Communication Training (Presentation, Team Work, Conflict Management, how to apply for a job) 152 hours.
- Computing, 120 hours.
- English and/or French, 120 hours.
- Two major projects: Corporate Identity Study of a Cultural Institution in Berlin and Event Planning, including market research, budget, PR concept, presentation, 240 hours.

The first 9 months of the programme are theoretical, and are followed by a 3-month work placement, concluding with a one-week evaluation and personal coaching of the students.

Cultural Management:

The main objective is to increase the professional level of cultural managers.

### **International/European dimension**

The institution is an associate member of ENCATC.

### **Evaluation and assessment**

European Cultural Management:

Student performance is evaluated through examinations, papers and practical work/internship.

### **Lecturers**

The Academy works with free-lance trainers and professional cultural managers. The person responsible for the study programmes is Heike Muss.

### **Entry requirements**

European Cultural Management:

Applicants should have a higher academic degree and some practical experience in cultural work, extensive professional experience in cultural project management or an academic education within the arts (music, acting, sculpture etc.). Good communication skills are also required.

Cultural Management:

Applicants should have work experience in cultural project management.

### **Student profile**

Students are from Germany and abroad.

### **Number of students admitted**

European Cultural Management - current number of students is 20.

Cultural Management - current number of students is 15.

### **Course fee**

Cultural Management – EUR 1,380

### **Grants or other financial support**

Students who are unemployed in Germany may obtain finance from the National Labour Office.



## **Berufsfortbildungswerk, Zweigstelle Bayern**

**Landwehrstr. 28  
80336 München  
Germany**

**Phone:** +49 89 558021

**Fax:** +49 89 5503798

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Cultural management.

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## **EBAM - Business Akademie für Medien, Event und Kultur**

**ebam GmbH  
Schillerstrasse 7  
80336 München  
Germany**

**Director:** Mr Georg F.Löffler

**Phone:** +49 89 54 88 47 91

**Fax:** +49 89 54 88 47 99

**Web site:** [www.ebam.de](http://www.ebam.de)

### **Background, orientation and purpose**

Ebam was formerly known as MUSIC&MORE, an institute established in 1993. Since 2000, Ebam has been offering courses to people who wish to become managers in the fields of music, events, culture and the media.

### **Programme(s) and qualification(s)**

Future plans: Concentration on e-learning and establishment of an international (European) operating academy.

### **Content**

As the institution is in the process of revising and expanding its programme, it is not able to offer further information at this time.

## European Media and Event Academy

**Rotweg 9**  
**76532 Baden-Baden**  
**Germany**

**Director:** Walter Mäcken  
**Phone:** +49 7221 99650  
**Fax:** +49 7221 9965130  
**Web site:** [www.event-akademie.de](http://www.event-akademie.de)

### Background, orientation and purpose

The European Media and Event Academy of Baden-Baden was established in 1999. It combines various programmes of basic and further education, as well as post-graduate studies aimed at the entertainment and culture industries.

### Programme(s) and qualification(s)

MBA in Media & Event Management.

### Duration

2 years.

### Content

The MBA curriculum is focused on the special needs of the Media & Event industry. Theoretical and practical courses are offered. There is no deadline for applications. Student can apply at any time prior to the beginning of the semester (last week in September) until the course is full.

### Special information

Students attend conferences, TV programmes, theme parks, etc.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### Lecturers

The person responsible for the study programme is Prof. Dr Gerd Schwandner, of Karlsruhe University of Applied Sciences.

### Entry requirements

Applicants should have a university degree and appropriate experience.

### Student profile

Students are university graduates from Germany and abroad.

### Number of students admitted

The current number of students is 17.

### Course fee

EUR 1200 per semester (4 semesters).

### Grants or other financial support

None.

## European University Viadrina

**Faculty of Cultural Science, Studiengang "Schutz europäischer Kulturgüter"**  
**Collegium Polonicum**  
**Postfach 1786**  
**15207 Frankfurt (Oder)**  
**Germany**

**Director:** Dr Uta Hengelhaupt

**Phone:** +49 335 5534 16 413/16-443/16-461

**Fax:** +49-335-5534-16-460

**E-mail:** sek@euv-frankfurt-o.de / hengel@euv-frankfurt-o.de / mc@euv-frankfurt-o.de

**Web site:** www.ziw.frankfurt-o.de/sek/

### Background, orientation and purpose

The Faculty of Cultural Sciences, in the European University Viadrina, offers a study course in "European cultural heritage". The faculty was established in 1999.

### Programme(s) and qualification(s)

Master of Preservation of Cultural Properties, Monuments and Sites

### Duration

1-½ years.

### Content

The course aims to enable its graduates to deal scientifically with the theoretical aspects of cultural monuments as a research topic. The cultural dimension of the concept (theory and history of cultural monument preservation), its legal context (monument and cultural monument law, planning and building law, etc.) as well as the economic aspects of dealing with cultural monuments form the main focus of the course. With an emphasis on comparing these issues across in Europe, the following main points will be focused on:

- the competent use of the common European cultural heritage, with respect to architectural and landscape monuments as well as the culture regarding historical objects;
- the clarification of different European ideas about the term "monument" - conservation and restoration measures as well as monument law and the economic use of cultural monuments;
- the introduction of individual students to potential occupational areas within national and international institutes for the preservation of cultural properties, regional building administrations, landscape federations, departments of heritage, institutions for monument preservation (in public, religious or any other branches of organisations concerned with the upkeep of monuments) as well as the areas of media and publishing; and
- the awareness of structures and organisations dedicated to the protection and management of cultural monuments, especially those with political, economical and legal implications.

The deadline for applications is usually once a year until mid- or late November, but under certain conditions it is also possible to apply in April. This should be discussed with the head of the study course.

### Evaluation and assessment

Students performance is evaluated through examinations, papers, final thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 13, 7 of whom are women. Nine are permanent and 4 are visiting. The person responsible for the study programme is Dr Uta Hengelhaupt.

### **Entry requirements**

University degree. Experience in different fields is welcome but not obligatory.

### **Student profile**

Students are university graduates from Germany and abroad.

### **Number of students admitted**

The current number of students is 25.

### **Grants or other financial support**

Not yet.

## Fachhochschule Osnabrück

**Postfach 19 40**  
**49009 Osnabrück**  
**Germany**

**Phone:** +49 541 969 2104

**Fax:** +49 541 969 2066

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Event Management.

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## Fachhochschule Gelsenkirchen

**Fachbereich Wirtschaft**  
**Neidenburgerstr. 43**  
**45877 Gelsenkirchen**  
**Germany**

**Contact person:** Frau Watzka

**Phone:** + 49 209 9596 602

**Fax:** + 49 209 9596 555

**Email:** [wirtschaft@fh-gelsenkirchen.de](mailto:wirtschaft@fh-gelsenkirchen.de)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Course in Culture, Media and Leisure Management.

## **FHHN Kuenzelsau - University of Applied Sciences Heilbronn**

**Location Kuenzelsau**

**Culture and Leisure Management**

**Daimlerstr. 35**

**74653 Kuenzelsau**

**Germany**

**Director:** Prof. Dr Hermann-Josef Kiel

**Phone:** +49 7940 1306 35

**Fax:** +49 7940 1306 20

**Web site:** [www.fh-heilbronn.de](http://www.fh-heilbronn.de)

### **Background, orientation and purpose**

The Culture and Leisure Management department of the University of Applied Sciences, Heilbronn, was established in 1996. The department trains its students in topics such as finance, marketing and organisation. The deadline for the winter semester, starting 1 October, is 15 July. For the summer semester starting 15 March, the deadline is 15 January.

### **Programme(s) and qualification(s)**

Business Degree Course - Major Culture and Leisure Management.

### **Duration**

4 years.

### **Content**

The course imparts the necessary practical knowledge of Culture and Leisure Management, especially in areas like music, theatre, museums, sports, travel, etc. Special skills in marketing and management of culture and leisure centres are also taught.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, a final paper/thesis, research and practical work/internship.

### **Lecturers**

The number of teaching personnel is 11, 4 of whom are women. Five are permanent and the rest are visiting. The person responsible for the study programme is Prof. Dr Hermann-Josef Kiel.

### **Entry requirements**

Applicants should have a secondary school certificate.

### **Student profile**

Students are from Germany only.

### **Number of students admitted**

The current number of students is 20.

### **Course fee**

None.

### **Grants or other financial support**

None.

## **FHK - Kempten University of Applied Sciences**

**Department of General Science and Business Administration**  
**Immenstädter Strasse 69**  
**87435 Kempten**  
**Germany**

**Director:** Prof. Dr Robert F. Schmidt

**Phone:** +49 831 2523 0

**Fax:** +49 831 2523 104

**E-mail:** [auslandsamt@fh-kempten.de](mailto:auslandsamt@fh-kempten.de)

**Web site:** [www.fh-kempten.de](http://www.fh-kempten.de)

### **Background, orientation and purpose**

The Kempten University of Applied Sciences was established 1979 and the Department of General Science and Business Administration in 1981.

### **Programme(s) and qualification(s)**

Tourism and Hotel Management.

Business Administration.

### **Duration**

4 years.

### **Content**

Tourism and Hotel Management:

The main objective of the programme is to train managers working in the Tourism and Hospitality industries. The deadline for applications is 15 June each year.

### **Evaluation and assessment**

Tourism and Hotel Management:

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 24, one of whom is a woman. All are permanent. There are also 68 part-time lecturers (26 of whom are women). The person responsible for the study programme (Tourism and Hotel Management) is Prof. Dr Alfred Bauer.

### **Entry requirements**

Tourism and Hotel Management:

Applicants should have a secondary school certificate.

### **Student profile**

Students are from Germany and abroad.

### **Number of students admitted**

Tourism and Hotel Management - the current number of students is 400.

### **Course fee**

None.

### **Grants or other financial support**

None.

## HFF Muc - Munich Academy for Television and Film

***Future Film and Television Feature  
Frankenthaler Str.23  
81539 München  
Germany***

**Director:** Prof. Dr h. c. Albert Scharf

**Phone:** +49 89 68957 0

**Fax:** +49 89 68957 189

**E-mail:** info@hff-muc.de

**Web site:** www.hff-muc.de

### Background, orientation and purpose

The Munich Academy For Television and Film was established in 1967. It provides training for careers in film and television: story editors, script analysts, directors, production managers and producers.

The Academy's goal is to give its students a deep understanding of audio and visual media. For that reason, theory and practice and the development and production of film are all given equal emphasis.

### Programme(s) and qualification(s)

Feature Film and Television Feature.

Film and Television Documentary.

Production and Media Business.

It is possible to specialise in cinematography in both the Feature Film and Television Feature department and the Film and Television Documentary department.

The courses in the departments of 'Communication and Media Theory' and 'Technique' are mandatory for all students whatever their main field of study. These two departments do not accept full time students.

There is also inter-department training and courses in the following subjects:

- Applied Aesthetics, Image Composition and Cinematography;
- Dramaturgy and Development;
- Television Journalism; and
- Advertising, PR and Image film.

### Duration

4 years.

### Content

Feature Film and Television Movie:

This programme, with its combination of history, theory and practical experience, is geared to academic subjects as well as to the creative development of the students' talents, with an emphasis on team work. Upon graduation, the students will have knowledge of all aspects of technical and practical matters of film and electronic productions, be it organisation, research, or story development. A basic component of the studies is to produce two films.

Film and Television Documentary:

This programme trains directors, editors, and writers in the fields of documentary journalism, up-to-date reporting and docudrama. Other topics are child and youth programmes on television, educational films, experimental studies for film and video and feature film.

Producing and Media Economics:

This programme leads to graduation as a production manager, media manager or producer.



### **Special information**

Students participate in the International Festival of Film Academies at Munich. The Academy also hosts an annual open house.

### **Evaluation and assessment**

Student performance is evaluated through examinations/papers, a final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 28, 13 of whom are women. All are permanent. The person responsible for the study programmes is Prof. Dr h. c. Albert Scharf.

### **Entry requirements**

Applicants should have proof of proficiency in the German language and a high school degree or equivalent. They should be aged between 18 and 30.

Applicants must take an aptitude test, in which those applicants who have successfully completed the pre-selection process are tested with both a practical and an oral exam. Committees from each department choose which applicants may proceed to the practical and oral examinations.

### **Student profile**

Students are young adults from Germany and abroad.

### **Number of students admitted**

The current number of students is 358.

### **Course fee**

EUR 28 per semester, EUR 56 per year.

## Hochschule für Musik Franz Liszt Weimar

**Studiengang Kulturmanagement Hochschulzentrum am Horn  
99423 Weimar  
Germany**

**Head:** Prof. Dr. Steffen Höhne

**E-Mail:** steffenhoehne@netscape.net

**Contact person:** Dr. Ralph Philipp Ziegler

**Phone:** +49 36 43 555 128

**Fax:** +49 36 43 555 130

**E-Mail:** kulturmanagement@hfm-weimar.de

### Programme(s) and qualification(s)

'Diplom' in Arts Management.

### Content

Arts Management is offered as a subsidiary subject within the Master's in Musicology Programme as well as a post-graduate course. In both, the main emphasis is on the combination of theory and practice, the combination of cultural science, economy, law and marketing in the special atmosphere of an academy for music. The training centre cooperates with the Bauhaus University Weimar and the Friedrich-Schiller-University Jena.

### Duration

4 semesters.

### Entry requirements

University / conservatory degree and successful audition; bachelor's and technical college degrees do not suffice as a prerequisite.

### Fees

None.

## Hochschule für Musik und Theater Hamburg

***Institut fuer Kultur- und Medienmanagement  
Harvestehuder Weg 12  
20148 Hamburg  
Germany***

**Contact:** Waltraut ARP

**Phone:** +49 40 42848-2528

**Fax:** +49 40 42848-2649

**E-mail:** [info@Kulturmanagement-Hamburg.de](mailto:info@Kulturmanagement-Hamburg.de)

**Webpage:** [www.Kulturmanagement-Hamburg.de](http://www.Kulturmanagement-Hamburg.de)

### Programme(s) and qualification(s)

Diploma in Culture and Media Management (Kultur- und Medienmanagement).

#### Content

Theoretical and practical studies in four main areas:

- 1) economics and law;
- 2) politics, administration and organisation;
- 3) communication and co-operation; and
- 4) education and career.

#### Duration

Four semesters beginning in October. Special events occasionally take place on Saturdays.

The main language of all seminars is German.

#### Entry requirements

Students must hold an academic degree (bachelor, master's (Magister) or diploma). Admittance is limited to 25 students per year. Every applicant has to prove his or her aptitude in an admission text.

#### Student profile

Students who wish to work in the cultural or media field (music, theatre, radio, cultural foundations, etc.).

#### Fees

The course is free of charge.

## **HWP - Hochschule für Wirtschaft und Politik**

**Kultur- und Bildungsmanagement**  
**Rentzelstr. 7, Raum**  
**20146 Hamburg**  
**Germany**

**Director:** Peter Wismann  
**Phone:** + 49 40 42838 2179  
**Fax:** + 49 40 42838 6479  
**E-mail:** BuddeH@hwp-hamburg.de

### **Background, orientation and purpose**

Cultural and educational institutions are increasingly in need of professionalism to provide a firm economic basis and uniform quality. The aim is to mix both spiritual and economical ideas to meet new demands in the field of cultural work. The course on offer gives people who are already working in the cultural or educational fields the opportunity to broaden their professional skills.

The further education course commenced at the HWP in the winter of 1989-90. Since 1993, the course contents have been offered as self-contained units. These courses take place in the evenings, at weekends or as an educational holiday. From these modules, the student can design his own course, while continuing to work. Students can also enroll in general studies and media management courses.

### **Programme(s) and qualification(s)**

Certificate in Cultural and Educational Management.

### **Duration**

Self-determined, up to a total of 5 or 6 semester (3 years).

### **Content**

Main topics are Cultural Animation, Cultural and Education Administration, Cultural and Education Policy, and Cultural and Education Development.

Studying while working is possible. All courses are taught in German.

The deadline for the applications for the summer semester is January 2003.

### **International/European dimension**

The Programme includes topics such as cultural funding in Europe and European cultural policy. The institution is a member of ENCATC.

### **Evaluation and assessment**

Student performance is evaluated through examinations and papers.

### **Lecturers**

The number of teaching personnel is 20, 4 of whom are women. All are visiting.

### **Entry requirements**

Entry requirements are a degree, a qualifying occupational training or one year of practical experience in the cultural and educational area. Completion of A-Level is not necessary.

### **Student profile**

Students come from all fields of culture and education. The average age is 35. There are no foreign students.

### **Number of students admitted**

From 20 to 25 students per course.

**Course fee**

DM 11,- / h + DM 60,- / semester

EUR 5.62 / h + EUR 31 / semester

**Grants or other financial support**

None.

## **IKS - Institut für Kulturelle Infrastruktur Sachsen**

**Klingewalde 40**

**02828 Görlitz**

**Germany**

**Director:** Prof. Dr Matthias Theodor Vogt

**Phone:** + 49 3581 420 9421

**Fax:** + 49 3581 420 9428

**E-mail:** institut@kultur.org

**Web site:** www.kultur.org

### **Background, orientation and purpose**

The Institut für Kulturelle Infrastruktur Sachsen was founded 1994 after two years of preliminary work. In 1999, it moved from Dresden to the German-Polish "European town", Görlitz/Zgorzelec, establishing itself in the UNESCO-Haus Klingewald. The Institut concentrates on cultural policies, cultural economics and cultural management through academic research, academic teaching and consultancies.

### **Programme(s) and qualification(s)**

Bachelor / Master's in UNESCO-Studiengang Kultur und Management.

Collegium Pontes Görlitz, PhD Programme Cultural Policy, cultural economics.

### **Duration**

Bachelor in UNESCO-Studiengang Kultur und Management - 3 years.

Master in UNESCO-Studiengang Kultur und Management - 2 years.

Collegium Pontes Görlitz, PhD Programme Cultural Policy, cultural economics - 3 years.

### **Content**

Bachelor / Master in UNESCO-Studiengang Kultur und Management:

Both courses cover 3 areas: social competence; aesthetic competence; economic competence. A network of 180 institutions worldwide is available for work placements. The bachelor programme is a 3-year course in cultural economics, offered by the Hochschule Zittau/Görlitz and the Institute, starting every winter term.

The master's programme is a 2-year international course in cultural economics, offered by the Technische Universität Dresden and the Institute, starting every summer.

Collegium Pontes Görlitz, PhD Programme Cultural Policy, Cultural Economics:

Collegium Pontes Görlitz - research in east-west heteronomics; PhD Programme Cultural Policy, Cultural Economics - scientific research in cultural economics and cultural policy.

### **International/European dimension**

The courses investigate artistic projects on tour through Europe and include leading European artists. The students come from 10 European and non-European countries. The institution is a member of ENCATC.

### **Special information**

As special events related to the programmes there are projects with international artists (theatre, music, dance, fine arts, video).

### **Evaluation and assessment**

Bachelor / Master's in UNESCO-Studiengang Kultur und Management:

Student performance is evaluated through participation in the programme.

Collegium Pontes Görlitz, PhD-Programme Cultural Policy, cultural economics:

Student performance is evaluated through a final paper/thesis.

## **Lecturers**

The number of teaching personnel is 40, 10 of whom are women. Four are permanent and 36 are visiting. The person responsible for the study programmes is Prof. Dr Matthias Theodor Vogt.

## **Entry requirements**

Bachelor programme:

Applicants should have A-level equivalent to German standards, German language certificate and artistic experience.

Master's programme:

Applicants should have a bachelor's diploma, a master's or Vordiplom/Zwischenprüfung, a German language certificate and artistic experience.

Collegium Pontes Görlitz, PhD-Programme Cultural Policy, cultural economics:

Applicants should have a university degree, a German language certificate and artistic experience.

## **Student profile**

The age range of students in the bachelor programme is between 18 and 28; in the master's programme, it is between 23 and 30. Students are from Germany and abroad.

## **Number of students admitted**

Bachelor/Master in UNESCO-Studiengang Kultur und Management- 30 per year into each of the programmes.

Collegium Pontes Görlitz, PhD-Programme Cultural Policy, cultural economics - Current number of students is 20.

## **Course fee**

None.

## **Grants or other financial support**

German students can receive BAFÖG from German government. The possibility exists for foreign students to receive support from DAAD (more information available at [www.daad.de](http://www.daad.de)).

## **INK - Institute for International Arts Management Inc.**

***Performing Arts and Visual Arts***

***Luisenstr. 37a***

***80333 Munich***

***Germany***

**Director:** Prof. Dr Eckard Heintz

**Phone:** +49 89 289 27 487

**Fax:** +49 89 289 27 496

**E-mail:** kontakt@ink-kulturmanagement.de

**Web site:** www.ink-kulturmanagement.de

### **Background, orientation and purpose**

IKM was established in 1997. Its mission is to offer training in arts management at the highest possible international level. The lecturers are mostly leaders of arts institutions with a world-wide reputation. The mission statement is, "Less theory, more practice".

### **Programme(s) and qualification(s)**

There are two weekend courses per year. There is also a series of 12 90-minute lectures offered throughout the year on a specific annual topic dealing with a subject in arts management. These lectures are open to the general public.

### **Duration**

3 days or 1.5 hours.

### **Content**

The main objective is to offer further education for colleagues already working in the arts. The seminar to be held in autumn 2002 will probably focus on tax problems and fund raising.

### **Evaluation and assessment**

Student performance is evaluated through participation in the programme.

### **Lecturers**

Number of teaching personnel is 12, 6 of whom are women. Three are permanent and 9 are visiting. The person responsible for the study programmes is Prof. Dr Eckard Heintz.

### **Entry requirements**

Applicants should have experience in the arts.

### **Student profile**

Students are already working in the field of arts. They come from Germany and abroad.

### **Number of students admitted**

50 students admitted.

### **Course fee**

For weekend seminars, 450 USD. The courses open to the general public are free of charge.

### **Grants or other financial support**

Special conditions for applicants who prove worthy of support.



## **J.S.W - Institut für Sprachen und Wirtschaft**

***Internationales Kulturmanagement  
Salzstrasse 12 -16  
79098 Freiburg  
Germany***

**Director:** Dr Hermann Ayen

**Phone:** +49 761 36753

**Fax:** +49 761 31584

**Web site:** [www.isw&mdash;freiburg.de](http://www.isw&mdash;freiburg.de)

### **Background, orientation and purpose**

The Institut für Sprachen und Wirtschaft was established in 1988.

### **Programme(s) and qualification(s)**

Internationales Kulturmanagement.

International Cultures and Marketing (starting in 2004).

### **Duration**

Internationales Kulturmanagement - 3 years.

### **Content**

Internationales Kulturmanagement,

The main objective of the programme is to obtain good skills in:  
marketing;

accounting;

project management;

law;

languages (English, French, Spanish);

history;

literature; and

international cultures and marketing;

The deadline for applications is in 2004.

### **Special information**

As extracurricular activities, there are projects in art management, orchestra, theatre acting, jazz and dancing.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 40, 30 of whom are women. Fifteen are permanent and the rest are visiting. The person responsible for the study programme is Dr Hermann Ayen.

### **Entry requirements**

Applicants should have a secondary school certificate and a high school diploma (Abitur) plus an internship of at least three months. They should be between 18 and 30 years of age.

### **Student profile**

Students are from Germany and abroad.

**Number of students admitted**

There are currently 90 students.

**Course fee**

Internationales Kulturmanagement – 13,500 USD.

**Grants or other financial support**

None.

## **KMM - Institute for Arts and Media Management**

**Harvestehuder Weg 12  
20148 Hamburg  
Germany**

**Director:** Prof. Dr Friedrich Loock

**Phone:** +49 40 42848 2528

**Fax:** +49 40 42848 2649

### **Background, orientation and purpose**

To educate outstanding arts managers who will be able to manage art institutions of all kinds.

### **Duration**

4 semesters / 2 years.

### **Content**

The main subjects in the postgraduate programme are:

- 1) Economics and law;
- 2) Policy, administration and organisation;
- 3) Communication and cooperation; and
- 4) Education and career.

Internships as well as projects are required. The teaching language is German. The deadline for application is 1 June every year.

### **Lecturers**

There are 16 honorary professors (part-time) and around 30 guest speakers per semester. The person responsible for the programme is Prof. Dr Friedrich Loock.

### **Entry requirements**

Bachelor's degree or German 'diploma'.

### **Number of students admitted**

Approximately 25 per course.

### **Course fee**

None.

### **Grants or other financial support**

None.

## Leipzig University of Applied Sciences

**Department of Book and Museum**  
**Karl-Liebknecht-Str. 145**  
**04277 Leipzig**  
**Germany**

**Director:** Prof. Dr Torsten Seela

**Phone:** +49 341 3076 5428/29

**Fax:** +49 341 3076 5455

**E-mail:** bum@bum.htwk-leipzig.de

**Web site:** [www.htwk-leipzig.de/bum/index.html](http://www.htwk-leipzig.de/bum/index.html)

### Background, orientation and purpose

The Department of Book and Museum in the Leipzig University of Applied Sciences was established in 1992. It provides undergraduate courses for the future staff of libraries and other information-providing institutions, including bookshops, publishing houses and museums. The department is interested in offering very practical courses, keeping in mind the main requirements of these institutions. The goal is to make all students immediately fit for employment upon completion of their studies. Its success is due to the well-balanced combination of theory and practice in their training.

### Programme(s) and qualification(s)

Library and Information Science.

Book Trade and Publishing.

Museology.

### Duration

Library and Information Science - 4 years.

Book Trade and Publishing - 4 years.

Museology - 4 years.

### Content

Library and Information Science:

- Basics of library and information work;
- Information services and bibliography;
- Literature and media promotion;
- Indexing and cataloguing;
- Library work for children;
- Library management and marketing;
- Information technology for libraries; and
- Library history.

Book Trade and Publishing:

- Basics of economics;
- Economics of publishing;
- Economics of book trade;
- Book production and book design;
- Communication and media;
- Management;
- Information technology for the book industry; and
- Market and reading research.

Museology:

- Museum theory;

- Museum documentation;
- History of art and culture;
- German history;
- Exhibition practice;
- Museum teaching;
- Restoration and prevention;
- Communication in the museum; and
- Museum management and marketing;

The deadline for applications for all courses is the 15th of July each year.

### **Special information**

The Department of Book and Museum offers further education in the fields of cataloguing and library software training for the participants of the Library and Information Science course. The Book Trade and Publishing course has a presentation at the Book Fairs in Frankfurt and Leipzig every year. The Museology course has a permanent exhibition in the University Museum of Automation, and participates in Colloquium "Leipzig discourse in museology" every two years. The Book Trade and Publishing course participates in the Leipzig Colloquium for Book and Press economics every year.

### **Evaluation and assessment**

Students are evaluated through examinations, papers, research, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 19, of which 9 are women. There is also visiting teaching personnel but the number varies from semester to semester. The persons responsible for the study programmes are Prof. Dr Andrea Nikolaizig (Library and Information Science), Prof. Dr Renate Sälter (Book Trade and Publishing) and Prof. Dr Katharina Flügel (Museology).

### **Entry requirements**

Applicants should have a secondary school certificate.

### **Student profile**

Students are from Germany only.

### **Number of students admitted**

Library and Information Science - Current number of students is 45.

Book Trade and Publishing - 45 per year

Museology - Current number of students is 25.

### **Course fee**

None.

### **Grants or other financial support**

None.

## Ludwig-Maximilians-University

### **Book Studies**

**Department of General and Comparative Literature; Scandinavian Studies**

**Schellingstraße 3**

**80799 München**

**Germany**

**Director:** Prof. Dr Georg Jäger

**Phone:** +49 89 2180 2395

**Fax:** +49 89 2180 3871

### **Background, orientation and purpose**

The Ludwig-Maximilians-University was established in 1472. Its Department of General and Comparative Literature; Scandinavian Studies offers a higher education programme specifically designed for book science and the publishing industry. The training leads to all fields of publishing. The department also carries out research in book and bookseller statistics.

### **Programme(s) and qualification(s)**

Continuing Education in Book Science.

Higher Education in Book Science.

### **Duration**

Continuing Education in Book Science - 1 year.

Higher Education in Book Science - 4 years.

### **Content**

Continuing Education in Book Science:

This postgraduate study is a 2-semester book science programme. The deadline for applications is mid-August each year.

Higher Education in Book Science:

This is an 8-semester book science programme, divided into three mandatory subspecialties. Students are required to attend courses in Book Science, Business Management and an elective study topic of their choice (ie. language, literature, psychology). The deadline for the applications is July 15th each year.

### **Evaluation and assessment**

Student performance is constantly evaluated throughout participation in the programme and during research.

### **Lecturers**

There are two teaching personnel, one of whom is a woman. Both are permanent. There are also 60 guest lecturers. The person responsible for the study programmes is Prof. Dr Georg Jäger.

### **Entry requirements**

Continuing Education in Book Science:

Applicants should have a university degree and four months work experience in a publishing company.

Higher Education in Book Science:

Applicants should have experience of working in a book shop or publishing company for two to three years.

### **Student profile**

Students are from Germany and abroad.

**Number of students admitted**

Continuing Education in Book Science - the current number of students is 20.

Higher Education in Book Science - the current number of students is 30.

**Course fee**

None.

**Grants or other financial support**

None.

## Museum for women in the arts

**Academy Artemisia**  
**Im Krausfeld 10**  
**53111 Bonn**  
**Germany**

**Director:** Marianne Pitzen

**Phone:** +49 0228 691344/638467

**Fax:** +49 0228 696164

**E-mail:** frauenmuseum@bonn-online.com

**Web site:** www.frauenmuseum.de

### Background, orientation and purpose

The Museum for Women in the Arts was established in 1981 as a forum for female artists, where they can undertake innovation, experiment, discussion and research. The 'FrauenMuseum' demonstrates the female view of the world. Art is the umbrella under which female visions of society are being developed. The main areas of work are exhibitions by female artists and the development of the Academy Artemisia, which in the future will provide education in cultural management.

### Programme(s) and qualification(s)

Continuing education in cultural management.

### Duration

6 - 18 months (variable).

### Content

The programme will start in summer 2002. The main objectives will be entrepreneurship for female artists, continuing education for teachers and the definition of further professional objectives for graduates of art academies.

### Special information

After completing the course, graduates hold a special art exhibition at the Museum.

### Evaluation and assessment

Student performance will be evaluated through examinations, papers, a final paper/thesis and practical work/internship.

### Lecturers

Academy Artemisia does not have teaching personnel yet. The person responsible for the study programme is Gudrun Angelis.

### Entry requirements

Applicants should have appropriate experience.

### Student profile

Students will be from Germany.



## **Pädagogische Hochschule Ludwigsburg**

**Studiengang Kulturmanagement / Kontaktstudium**

**Reuteallee 46**

**71634 Ludwigsburg, Germany**

**Contact person:** Prof. Dr. Armin KLEIN / Prof. Dr. Thomas KNUBBEN

**Phone:** +49 71 41 140 411

**Fax:** +49 71 41 140 434

**E-Mail:** kulturmanagement@ph-ludwigsburg.de

**Web:** www.kulturmanagement.ph-ludwigsburg.de

### **Programme(s) and qualification(s)**

Master of Arts in Cultural Management (part-time)

#### **Content**

The academic content concentrates on the subject of cultural management with minimal study of cultural science.

#### **Duration**

2 years (4 semesters). The duration of the course consists of about 20 compact lectures (every Friday and Saturday), two intensive weeks (Monday through Friday) and 10 study letters.

#### **Special information**

Courses are given by teachers and professionals from the public and private sector.

#### **Entry requirements**

Access is limited to 15 students per year. It is a post-graduate course whose precondition for entry is a completed degree at the diploma or bachelor level. There is no precondition as to what subject the degree is in.

#### **Student profile**

Most of the students work in the cultural field.

#### **Fees**

EUR 1,600 per semester

### **Programme(s) and qualification(s)**

Magister Artium in Cultural Management (full time course)

#### **Content**

It is the most comprehensive course in Ludwigsburg and teaches students the disciplines of cultural management and cultural science as well as practical management of cultural projects and institutions and their content.

#### **Duration**

2 years (4 semesters).

#### **Special information**

Courses are given by teachers and professionals from the public and private sector.

#### **Entry requirements**

Access is limited to 25 students per year.

#### **Student profile**

Due to the complexity of the course, entry is only permitted if specific subjects have already been studied to degree standard.

#### **Fees**

Fees are not charged.

## Sächsische Verwaltungs- und Wirtschafts-Akademie

**Bernhardstr. 77**  
**01187 Dresden**  
**Germany**

Contact person: Frau Gereke

**Phone:** +49 351 470 45 17

**Email:** gereke@s-vwa.de

### Programme(s) and qualification(s)

Cultural Management - short term training courses. The training delivers a VWA Diploma in "Kulturmanagement".

### Content

The programme runs 4 different modules organised in seminars.

- 1) Knowledge of service associations: organisation and law, undertaking management, accountancy, finance, cultural marketing, public relations;
- 2) Law: administration law, copyright, insurance law, radio law, press law, etc.;
- 3) Cultural sciences: basics of public cultural work, cultural administration, history of culture, sociology of culture, introduction to aesthetics.
- 4) Special culture management: management of theaters, exhibitions, concerts, multicultural events and others.

### Duration

Culture management:

18 months. The training programme is based on 9 residential phases in Dresden, each with a duration of a week.

### Special information

It is possible to take part in short-term courses (day- or week-long seminars).

### Entry requirements

Candidates must pass an examination. They must provide evidence of relevant professional activity during the duration of the course.

### Student profile

Managers and administrators in cultural public or private organisations, or visual artists, actors, musicians, journalists.

### Fees

One-day training: EUR 50. One week: EUR 300. Examinations fees for the diploma: EUR 280.

## SBH - Steibeis University Berlin

**Gürtelstrasse 29A/30**  
**10247 Berlin**  
**Germany**

**Director:** Prof. Dr Michael Auer

**Phone:** +49 30 29 33 09-0

**Fax:** +49 30 29 33 09-20

**E-mail:** haug@stw.de

**Web site:** www.stw.de/sbh

### Background, orientation and purpose

Steibeis University Berlin was established in 1998. Its main objective is Project Competence Study. The institutes within the University are the organisational source for courses of study or training courses. The courses of study lead to an academic degree for the successful participants while the training courses do not grant a degree but rather a certificate of attendance for all participants. It is important to keep this in mind when considering all the courses offered.

### Programme(s) and qualification(s)

Master of Business and Engineering (MBE).

Bachelor of Business Administration (BBA).

Master of Business Administration (MBA).

Bachelor of Business Administration (BBA).

Master of Business Administration in Media Management (MediaMBA).

Training Course "St. Gallen Management Seminar".

Training Course "Communication & Business Mediation".

Training Course "Quality Management, Environmental Management, Occupational Safety".

Training Course "eBusiness & Management".

### Duration

Master of Business and Engineering (MBE) - 12 months.

Bachelor of Business Administration (BBA) – 36 or 48 months.

Master of Business Administration (MBA) - 24 months.

Bachelor of Business Administration (BBA) - 36 months.

Master of Business Administration in Media Management (MediaMBA) - 24 months.

Training Courses:

"St. Gallen Management Seminar" - 10 months.

"Communication & Business Mediation" - 6-12 months.

"Quality Management, Environmental Management, Occupational Safety" - 12 months.

"eBusiness & Management" 10 or 3 months.

### Content

Master of Business and Engineering (MBE):

This is a Project Competence Program focusing on recruiting selected graduates as potential junior executives for companies; specialisation in general management/information technology.

Bachelor of Business Administration (BBA):

This is an in-service Project Competence Program focusing on the specific needs of executives and project managers from the health and social sector; transfer of scientific results into the professional fields of the health and social service sector.

**Bachelor of Business Administration (BBA):**

This is an in-service Project Competence Program focusing on professionals and executives as well as on project companies, organisations for SME from industry, trade, commerce, finance, insurance and handicraft sectors.

**Master of Business Administration (MBA):**

This is an in-service Project Competence Program focusing on building and enhancing the strategic thinking and management skills of entrepreneurs, identifying potential areas of business and networking.

**Master of Business Administration (MBA):**

This is a Project Competence Program focusing on various fields: General Management, International Entrepreneurship, Internet and New Media Management, Economic Promotion.

**Master of Business Administration in Media Management (Media MBA):**

This is an in-service Project Competence Program for entrepreneurs, executives and experts in the media and internet business. It uses innovative strategies and comprehensive media knowledge to meet general business challenges.

**Master of Business Administration (MBA):**

This in-service Project Competence Program offers cross-sector insight into the health care field together with a system-oriented management model.

**Bachelor of Business Administration (BBA):**

This in-service Project Competence Program focuses on junior executives, in particular from SME; it considers the implementation of scientific results in management.

**Training Course "St. Gallen Management Seminar":**

This course consists of series of seminars in form of in-service modules aiming at everyday practice in current aspects of management and business administration.

**Training Course "Communication & Business Mediation":**

This course consists of series of seminars with various targets: Business Mediation; Specialised Trade Manager; Rating Advisor.

**Training Course "Quality Management, Environmental Management, Occupational Safety":**

This course consists of seminars held by experts aiming to improve transparency and efficiency within a company's entire process network and to achieve systematic and continuous improvement.

**Training Course "eBusiness & Management":**

This course has three sub-divisions (eLearning manager; eTrainer; eBusiness administrator), that are presented via a series of seminars.

## **Evaluation and assessment**

Student performance is evaluated through participation in the programme and individual project work within a company. In the courses that consist of seminars, student performance is evaluated through attendance at the seminars.

## **Lecturers**

The number of teaching personnel is 190, 22 of whom are women. Nine are permanent and the rest are visiting. The people responsible for the study programmes are Dipl.-Ing. (BA), Dipl.-Exportwirt Walter Beck, Dipl.-Ing. (FH) Rainer Gehrung, Prof. Dr Peter Dohm, Mrs. Birgit Gaida, Prof. Dr Werner G. Faix, Dipl.-Betriebswirt (BA) Carsten Rasner, Prof. Dr Sylvia Rohr, Dr med. Marc Schurr, Dipl.-Ing. (FH) Peter Schupp, Dipl.-Soz. Päd. (BA) Patricia Kuppinger-Beck, Dipl.-Wirtsch-Ing. (FH) Thomas Hsberbosch, Dipl.-Ing. (FH) Bernd Kentner, Dipl.-Ing. (FH) Jürgen Kerner, Prof. Dr Jürgen Plaschke and Prof. Dr Werner Sauter.

## **Entry requirements**

Please contact the University through its homepage at [www.stw.de/shb](http://www.stw.de/shb)

## Union of Adult Education

**Wedekindstrasse 14**  
**30161 Hannover**  
**Germany**

**Director:** Dr Udo Husmann

**Phone:** +49 511 344 144

**Fax:** +49 511 338 798 42

**E-mail:** info@bildungsverein.de

**Web site:** www.bildungsverein.de

### Background, orientation and purpose

The Union of Adult Education was established in 1981. It offers various types of adult education, including languages, health courses, social and cultural sciences, vocational and communication training.

### Programme(s) and qualification(s)

"Xpert personal business skills."

### Duration

240 hours.

### Content

"Xpert personal business skills" is a series of qualifying weekend seminars aimed at working people. They contain training in personal, social and cultural skills towards organising processes in working teams, as well as training in effective working and results presentation.

### Evaluation and assessment

Student performance is evaluated through examinations and papers.

### Lecturers

The number of teaching personnel is 100, of whom 60 are women. None are permanent. The person responsible for the study programme is Achim Weber.

### Entry requirements

There are no formal requirements for participation, but it would be appropriate for participants to have performed a management role in a team situation.

### Student profile

Students are from Germany only.

### Number of students admitted

The current number of students is 14.

### Course fee

Approximately 12 payments of 75 USD.

### Grants or other financial support

None.

## University of Applied Sciences Cologne

**Department of Information Science**  
**Claudiusstrasse 1**  
**50678 Köln**  
**Germany**

**Director:** Prof. Dr Ursula Georgy

**Phone:** +49 221 8275 3376

**Fax:** +49 221 33 18 583

**E-mail:** iws@fbi.fh-koeln.de

### Background, orientation and purpose

With about 18,000 students and 450 professors, the University of Applied Sciences Cologne is the largest university of applied sciences in Germany. Apart from offering a wide range of high-quality courses of study and research projects, the University of Applied Sciences Cologne, founded in 1971, is an important partner for other universities and companies far beyond its borders and fosters various international relationships inside and outside Germany.

Study in Cologne and Gummersbach is characterised by application-orientated and interdisciplinary course matter, integrated semesters with practical orientation and a short period of study. The University of Applied Sciences Cologne offers 7-semester or 8-semester programs leading to a degree. Many students benefit from the option of studying abroad for a year or two or spending a semester working in a foreign country. The internationally-recognised 6-semester program offers a degree qualification within a very short time, providing a quick start to a professional career.

The international outlook of the University of Applied Sciences Cologne is reflected in its international courses of study, its various and its over 3,000 foreign students from 93 nations.

The University of Applied Sciences Cologne has also been taking up new challenges in the areas of research and development. Cross-fertilisation between research and development transfer comprises products, processes and services of all the scientific areas represented in the faculties. The University of Applied Sciences Cologne is in contact with companies in the financial region of Cologne with its broad range of business lines and more than 2 million inhabitants in the catchment area, making it an ideal site for the University.

### Programme(s) and qualification(s)

Library Science.

Information Economy.

Library and Information Science.

### Duration

Library Science - 4 years.

Information Economy - 4 years.

Library and Information Science - 1 year, 6 months.

### International/European dimension

The Department of Information Science is the member of EUCLID (European and International Information, News & Analysis For The Arts & Cultural Sector).

### Special information

The deadline for the applications is 15th of July.

## **Evaluation and assessment**

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

## **Lecturers**

The number of teaching personnel is 51, of whom 17 are women. Seventeen are permanent and the rest are visiting. The person responsible for the study programmes is Prof. Dr Ursula Georgy.

## **Entry requirements**

Library Science:

Applicants must have an entrance qualification for (studies at) Fachhochschulen and certification of practical experience (4 weeks) in a library.

Information Economy:

Applicants must have an entrance qualification for (studies at) Fachhochschulen and certification of a practical activity (4 weeks) in an institution of information industry.

Library and Information Science:

Applicants must have a degree, together with practical training (6 months) in a library or an equivalent institution of the information industry.

## **Student profile**

Students are from Germany and abroad.

## **Number of students admitted**

Library Science - the current number of students is 276.

Information Economy - the current number of students is 139.

Library and Information Science - the current number of students is 15.

## **Course fee**

None.

## **Grants or other financial support**

None.

## University of Bremen

**Department 8/Social Sciences**

**Programme Magister Optimus**

**Dipl. Soz. Birgit Ennen**

**GW 2 / Raum B 2660**

**P.O. Box 33 04 40**

**28334 Bremen**

**Germany**

**Directors:** Dipl. Soz. Gerhard Zacharias (Director of Studies)

Dipl. Soz. Birgit Ennen (Programme coordinator)

**Phone:** +49 421 / 218 2757 (Dipl. Soz. Gerhard Zacharias)

+49 421 / 218 4808 (Dipl. Soz. Birgit Ennen)

**Fax:** +49 (0) 421 / 218 7541

**Web site:** [www.uni-bremen.de](http://www.uni-bremen.de)

### Background, orientation and purpose

The University of Bremen was established in 1972. Since the winter term of 1996/7 the University has offered The Magister Optimus Programme in Department 8/Social Sciences.

### Programme(s) and qualification(s)

Magister Optimus Programme.

### Duration

2 years.

### Content

The Magister Optimus Programme can be completed while students are enrolled in a master study programme, generally in the humanities, who wish to obtain further qualification towards their future profession. It is a two-year course of study, taught in German, concluding with a master's degree. Although cultural, linguistic or social sciences studies are usually varied, they frequently lack the necessary focus on professional utilisation. This is where the Magister Optimus Programme comes in, as it is oriented towards the demands of junior management. It offers an additional qualification which greatly enhances graduates' chances on the labour market by teaching them the essentials of management. The students will obtain a thorough understanding of business administration and EDP, languages and key competences such as communication, presentation and arbitration. Acquiring these skills will facilitate finding the kind of position they wish to hold in any of the industrial, business or cultural fields.

The Magister Optimus Programme is an additional course of studies lasting about three to four semesters. It ends with a valid certificate. In order to receive this certificate, the students will have to sit for five exams in the respective fields and undertake an internship of eight weeks. The fields include business administration, EDP, communication and business languages, marketing, personnel management, project management, cultural management or business communication,

A two-day application training is also mandatory.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and internship.

### Lecturers

The number of teaching personnel is 16, 6 of whom are women. Fourteen are permanent and the rest are visiting. The people responsible for the study programme are Dipl. Soz. Gerhard Zacharias and Dipl. Soz. Birgit Ennen



**Entry requirements**

Students must have completed their second semester at the university but should not have been studying longer than six semesters.

**Student profile**

Students are from Germany and Europe.

**Number of students admitted**

The current number of students is 70.

**Course fee**

EUR 52,00 for the whole programme.

**Grants or other financial support**

None.

## University of Hagen

***Institute of Culture Management  
Brüninghausstrasse 10  
58084 Hagen  
Germany***

**Director:** Prof. Dr Thomas Heinze

**Phone:** +49 2331 987 4441

**Fax:** +49-2331-987-4450

**Web site:** [www.fernuni-hagen.de/KULTURMANAGEMENT](http://www.fernuni-hagen.de/KULTURMANAGEMENT)

### Background, orientation and purpose

The Institute of Culture Management was established in 1990. It offers training in cultural management, cultural tourism, event management and museum management. The Institute of Culture Management also carries out its own research projects, particularly in the fields of municipal, regional and cross-border culture, as well as in the development of cultural tourism.

### Programme(s) and qualification(s)

Cultural Management – certificate.

Cultural Management – diploma.

Cultural Tourism & Event Management.

Museum Management.

### Duration

Cultural Management (certificate) - 2 years.

Cultural Management (diploma) - 3 years.

Cultural Tourism & Event Management - 2 years.

Museum Management - 2 years.

### Content

The interdisciplinary post-graduate courses Culture Management, Culture Tourism & Event Management and Museum Management target people already working in the cultural sector as well as university graduates looking to specialise and deepen their studies.

Keeping in mind both the reduction of the scope of state public financing of the cultural area and the increase in the need for qualification on the other, the courses aim to make cultural activities more professional and economically sound.

The introduction of sound scientific knowledge as the main course content enables students to reflect critically about the relationship between culture and political, historical, systematic and theoretical interests, as well as to consider intercultural ways of thinking.

Following this, the course focuses on the discussion of issues relevant to management, such as enterprise leadership, marketing, investment and financing, project management, quality management and control, the acquisition of external finance support, media communication and socio-cultural management. These topics are targeted towards the needs of professional practice in all branches of the cultural sector.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and a final paper/thesis.

### Lecturers

The number of teaching personnel is three, two of whom are women. Two are permanent and one is visiting. The person responsible for the study programmes is Prof. Dr Thomas Heinze.

## **Entry requirements**

Applicants should have a university degree and appropriate experience.

## **Student profile**

Students are university graduates and people already working in the cultural sector from Germany and abroad.

## **Number of students admitted**

The current number of students is:

- Cultural Management (certificate) – 800.
- Cultural Management (diploma ) 70.
- Cultural Tourism & Event Management – 250.
- Museum Management – 80.

## **Course fee**

Cultural Management (certificate) / Cultural Tourism & Event Management / Museum Management:  
1,600 USD

Cultural Management (diploma): 5,500 USD

## **Grants or other financial support**

None.

## University of Hildesheim

***Institute for Cultural Policy  
Marienburger Platz 22  
31141 Hildesheim  
Germany***

**Director:** Prof. Dr phil. Wolfgang Schneider

**Phone:** +49 51 21 8 83 6 21

**Fax:** +49 51 21 8 83 6 20

**E-mail:** karmrodt@rz.uni-hildesheim.de

**Web site:** www.uni-hildesheim.de

### Background, orientation and purpose

The Institute for Cultural Policy, established in 1998, is an integral part of Cultural Studies at the University of Hildesheim. It offers lectures in cultural theory, cultural policy, cultural support, cultural education and cultural management.

### Programme(s) and qualification(s)

The Institute for Cultural Policy offers 15 training programmes every semester. The future programme includes programmes such as:

The economy of the arts;

How to lobby for the arts; and

Public relations for the arts.

### Duration

13 weeks.

### International/European dimension

The Institute for Cultural Policy is a member of the European Network of Art Organisations for Children and Young People.

### Evaluation and assessment

Student performance is evaluated through participation in the programme and practical work/internship.

### Lecturers

Number of teaching personnel is 11, 5 of whom are women. Four are permanent (Prof. Dr Wolfgang Schneider, Dr Lothar Prisor, Dr Bettina Becker, Dr Birgit Mandel) and 7 are visiting (Dieter Buroch, Margarethe Goldmann, Christoph Honig, Barbara Kisseler, Birgit Schulz, Dr Olaf Schwencke, Dr Wolfgang Zacharias).

### Entry requirements

Applicants should have a university degree and appropriate experience.

### Student profile

Students are experienced university graduates from Germany, France, Poland, Great Britain and The Netherlands.

### Course fee

50 USD.

### Grants or other financial support

Yes. (German Academic Exchange Programme)

## University of Passau

**ICUnet.AG**

**Dr.-Ernst-Derra-Str. 4**

**94036 Passau**

**Germany**

**Director:** Dr Fritz Audebert (CEO), Doreen Thielemann (COO)

**Contact person:** Hannelore Gillich

**e-mail:** Hannelore.Gillichg@uni-passau.de

**Phone:** +49 851 756 05 90

**Fax:** +49 851 756 05 92

### Programme(s) and qualification(s)

Languages, economy and cultural landscape studies.

The training delivers the diploma "Kulturwirt" (cultural economist).

### Content

Cultural studies are the specific part of the programme, the basic parts being: philosophy, economy, law, mathematics, informatics, and foreign languages (two), economy of services and social economy, psychology and team management, communication.

The training programme in cultural landscape provides specific courses focused on a selected cultural area: history, politics, sociology, linguistics, literature, history of art, history of music, geography and landscape science. Students can choose English, French, Iberian, Italian, or Sud-Asiatic areas.

### Duration

9 semesters.

### Special information

Cultural landscape studies offer students the opportunity to take a study trip of eight days to a selected area where they can receive deep knowledge of a cultural landscape.

### International/European dimension

The training is part of six different European programmes and there are connections with 36 European and non-European countries. A traineeship of 3 months in a foreign country is required.

### Entry requirements

Students must be holders of a secondary school diploma.

### Student profile

Students who wish to work in a cultural organisation specialized in regional development.

## University of the Saarland

***Chair for Romance Cultural Studies and Intercultural Communication***

***FR 4.2 Romanistik***

***Postfach 15 11 50***

***66041 Saarbrücken***

***Germany***

**Director:** Prof. Dr Hans-Jürgen Lüsebrink

**Phone:** +49 681 302 4789/3354

**Fax:** +49 681 302 4790

**Web site:** [www.phil.uni-sb.de/fr/romanistik/IK/](http://www.phil.uni-sb.de/fr/romanistik/IK/)

### Background, orientation and purpose

The Chair for Romance Cultural Studies and Intercultural Communication in the University of Saarland was established in 1993. Its main objectives are research and teaching in intercultural communication, intercultural management and cultural studies.

### Programme(s) and qualification(s)

French Cultural Studies and Intercultural Communication.

### Duration

4-1/2 years.

### Content

The main objective of the programme is the development of intercultural skills and knowledge about francophone cultures; this allows students to participate in an intercultural work environment, in particular, as cultural mediators between France and Germany. The deadline for applications is 15 July every year.

### Special information

As special events related to the programme there are scientific conferences, multinational research seminars for the students and joint French-German events.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, a final paper/thesis, research and practical work/internship.

### Lecturers

The number of teaching personnel is 3, 1 of whom is a woman. They are all permanent. There are also various teachers and students who contribute to the courses. The person responsible for the study programme is Prof. Dr Hans-Jürgen Lüsebrink.

### Entry requirements

Applicants should have a secondary school certificate and good knowledge of the French language.

### Student profile

Students are from Germany and abroad.

### Number of students admitted

The current number of students is 50 per year.

### Course fee

None.

### Grants or other financial support

None.

## **Verwaltungs- und Wirtschafts-Akademie Köln**

***Hahnenstr.16  
50667 Köln  
Germany***

**Phone:** +49 221 221 34 30

**Fax:** +49 221 256 70 3

**Web site:** [www.home.t-online.de/home/VWA-Koeln](http://www.home.t-online.de/home/VWA-Koeln)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Cultural Management.

## Witten/Herdecke University

**Fakultät für das Studium fundamentale**  
**Alfred-Herrhausen-Str. 50**  
**58448 Witten**  
**Germany**

**Director:** Dr. Konrad Schily

**Phone:** +49 2302 926 - 0 (Central), -848 (Public relations), -812 (Studium fundamentale)

**Fax:** +49-2302-926-407 (Central + Student secretariat), -803 (Public relations), -813 (Studium fundamentale)

**Web site:** [www.uni-wh.de](http://www.uni-wh.de)

### Background, orientation and purpose

Witten/Herdecke University was the first private university to be established in Germany. The University was founded in 1983 to meet a demand for educating individuals to help them realise their fullest potential, both for themselves and for society. Its founders were convinced that a university should be innovative in its organisational structure and should also contribute considerably to a new direction within the culture of higher education. The University is an independent educational institution in which outer and inner autonomy are considered necessary prerequisites for the development and long-term realisation of new impulses and innovation in higher education.

### Programme(s) and qualification(s)

Philosophie und Kulturwissenschaften (BA) Kulturtheorie, Kulturmanagement und künstlerische Praxis.

### Duration

3 years.

### Content

The programme connects theories of culture - the knowledge of how one understands and practices culture - with a practical understanding of how artists work, and adds in management skills.

### Special information

Students can take part in conferences, concerts, theatre groups, exhibitions, congresses, workshops and excursions.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel (Fakultät für das Studium fundamentale) is 40. Nine are permanent and the rest are visiting. The person responsible for the study programmes is Prof. Elmar Lampson.

### Entry requirements

Applicants should have university entrance qualification and appropriate experience.

### Student profile

Students are from Germany only.

### Number of students admitted

The current number of students is 15.



**Course fee**

EUR 10,123 for 3 years.

**Grants or other financial support**

None.

## DELTA Singular. Educational Services

**39, Labrou Katsoni**

**Athens 114 71**

**Greece**

**Director:** Dr E. Karpodini Dimitriadi

**Phone:** + 30 1 64 53 537

**Fax:** + 30 1 64 58 993

**E-mail:** info@euroskills.gr

**Web site:** www.euroskills.gr

### Background, orientation and purpose

Delta Singular, a Vocational Training Centre certified by the Ministry of Labour, was founded in 1995 and is one of the leading vocational training institutions in Greece. Its shareholders, the DELTA-SINGULAR and the SPACE-HELLAS, are well-known enterprises that hold a prominent position in their field in Greece. The Delta Singular Educational Service, which is a training centre certified by the Ministry of Labour, organises training programmes, mainly for unemployed people, in the cultural field. These seminars are aimed at equipping job-seekers with appropriate qualifications to meet the needs of the contemporary labour market.

### Programme(s) and qualification(s)

Seminars and programmes in cultural subjects.

Organisation and Promotion of Art and Cultural Events.

### Duration

Average duration of 400 hours.

### Content

Seminars and programmes in cultural subjects. Each year different seminars are organised depending on the needs of the Greek labour market. The main subject is cultural management. The programme structure is defined; there are no optional subjects. The seminars consist of theoretical and practical elements. The theoretical training takes place principally at the Delta Singular Educational Service premises. Sometimes the seminars require the participants to visit several cultural sites. The practical training takes place within cultural organisations. The participants undergo some evaluation during the course of the seminars. The Delta Singular Educational Service also organises programmes in collaboration with City University, London. Organisation and Promotion of Art and Cultural Events. This is a comprehensive theoretical and practical training in the organisation and promotion of successful cultural events, particularly in the fields of the visual and performing arts, starting in 2002. Trainees will be unemployed young tertiary education graduates. It is funded by the European Social Fund.

### International/European dimension

The institution is a member of ENCATC.

### Evaluation and assessment

Organisation and Promotion of Art and Cultural Events.

Student performance is evaluated through examinations/papers and practical work/internship.

### Lecturers

The lecturers include distinguished trainers with long-term teaching experience as well as professionals who hold a prominent position in the labour market. The number of teaching personnel is 100, 70 of whom are women. All of them are visiting. The person responsible for the study programme (Organisation and Promotion of Art and Cultural Events) is Dr E. Karpodini Dimitriadi.

### **Entry requirements**

Seminars and programmes in cultural subjects:

The seminars are mainly aimed at graduates and post-graduates. Professional experience is also taken into account. However, there are some seminars that are directed at high school graduates, depending on the nature of the programme.

Organisation and Promotion of Art and Cultural Events:

Applicants should have a university degree. Professional experience and age may also be taken into consideration.

### **Student profile**

The average age of the participants is 23 (university graduates) and 20 (high school graduates).

There are no international students taking part in these programmes.

### **Number of students admitted**

Maximum 25.

### **Course fee**

Seminars and programmes in cultural subjects:

On the whole, participants do not pay course fees, because the programmes are financed by the Greek Ministry of Labour and the European Union. The courses offered in co-operation with the City University have fees, but the amounts are not fixed.

Organisation and Promotion of Art and Cultural Events:

No fee, since the programme is totally funded by the European Social Fund through the Greek Ministry of Labour.

### **Grants or other financial support**

None.

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## **Panteion University of Social and Political Sciences**

**130 Syngrou Avenue  
Athens 17671  
Greece**

**Phone:** +30 1 923 44 48 / 920 1722

**Fax:** +30 1 923 2979

**E-mail:** ipa01@athena.Compulink.gr

### **Background, orientation and purpose**

For more information, please contact the institution.

## **ICUSEM – Institute of Cultural Studies of Europe and the Mediterranean**

**11 b, Konitsis Street  
Maroussi-Athens 15125  
Greece**

Contact Person: Efi Karpodini

**Phone:** +30 1 61 29 446

**Fax:** +30 1 61 29 445

**E-mail:** forcores@hol.gr

### **Programme(s) and qualification(s)**

Cultural Management Seminars.

European Seminar on European Ethnography.

### **Duration**

Depending on the training, 2-to-4 months.

### **Content**

Cultural management seminars: heritage management, management and marketing of the cultural sector, funding and sponsorship.

European seminars on European ethnography include courses on methodological approaches, cultural heritage, cultural identity, heritage management in the field of traditional culture.

### **International/European dimension**

The Institute co-operates with European institutions and universities. The course in cultural management is organized in co-operation with the City University of London. The course provide a comparative analysis on European level. The training in cultural management is provided in Greek. The European seminars on Ethnography are taught in French and English.

### **Student profile**

Postgraduate students, professionals of the field of cultural management and marketing.

### **Number of students admitted**

Access limited to 15-20 students.

### **Course fee**

Training on cultural management: 300 euros. European Seminar on Ethnography, no application fees.

## HUNGARY

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### Casus College of Arts and Arts Management

***Körösy u. 17  
Budapest 1117  
Hungary***

**Director:** Andrea Gancs

#### **Background, orientation and purpose**

For more information, please contact the institution.

## **Eötvös Loránd University (ELTE)**

***Cultural and Arts Management Programme  
Kecskeméti u. 10-12  
Budapest 1053  
Hungary***

**Director:** István Klinghammer, PhD.

**Phone:** + 36 1 317 49 84

**Fax:** + 36 1 317 85 21

**E-mail:** bujdoso@ludens.elte.hu

**Web site:** www.indi-go.elte.hu/kultman

### **Background, orientation and purpose**

The impetus to launch the programme grew out of a conference in Vienna in 1991. At this conference, the Institut für Kulturelles Management offered their Programme. among other western models, to former socialist countries attending the conference. The Programme started as a 12-unit course in May 1992. Since 1993, ELTE has also offered a postgraduate cultural and arts management programme.

The course's main aim is to provide up-to-date professional and practical skills for those wishing to work or already working in a cultural sector (educational, public-collection and art institutions; cultural businesses; local authorities).

### **Programme(s) and qualification(s)**

Cultural and Arts Management Programme.

Certificate of Cultural Manager (postgraduate).

Educational and Training programmes in the EU (with the help of the Tempus foundation).

### **Duration**

Cultural and Arts Management Programme - 2 years.

Certificate of Cultural Manager (postgraduate) - 1 year.

### **Content**

The Cultural and Arts Management Programme and Certificate of Cultural Managers cover the same Programme, but the graduate course is for full-time university students who follow the programme as their main subject. The post-graduate course lasts one year and only people who already have a degree can enter the course.

The programme includes the following subjects: economic, legal and financial aspects of the non-profit sector; comparative public policy; cultural marketing; practical arts management; theory of culture and communication; public relations in the arts; the theory and practice of sponsorship in today's Hungary; heritage management (in English); reform of the system of cultural institutions; education and training programmes in the EU.

### **International/European dimension**

Some of the courses are given by foreign lecturers who specialise in different European and American cultural issues. The institution is a member of ENCATC.

### **Evaluation and assessment**

Student performance is evaluated through a final paper/thesis.

### **Lecturers**

Lecturers include economists, artists, institution leaders, university professors, lawyers, art theorists, journalists and entrepreneurs. The number of teaching personnel is 25, six of whom are women. Two

are permanent and the rest are visiting. The person responsible for the study programmes is Dezső Bujdosó.

### **Entry requirements**

The student applying for the courses must be a first-time university student or already have an MA diploma.

### **Student profile**

In the Arts Management Programme, students come from any university and their average age is between 18 and 25. In the postgraduate programme, they include teachers, artists, performing artists, workers from cultural institutions and are aged from 25 to 60. There are only students from Hungary.

### **Number of students admitted**

Cultural and Arts Management Programme: 30-60

Certificate of Cultural Manager: 100

### **Course fee**

For those who already have an MA diploma, the fee is 600 USD. For first time university students, the courses are free.

### **Grants or other financial support**

Students in the postgraduate programme can apply for support from their employers or from the Ministry.

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## **Lajos Kossuth University**

***Department of Cultural Studies and Adult Education***

***Egyetem Tér1, Pf.25***

***Debrecen 4010***

***Hungary***

**Director:** Kalman Rubovszky / Ilona Fülöp

**Phone:** +36 52 512 900 / 2279

**Fax:** +36 52 512 954

**E-mail:** RUBOV@tigris.klte.hu / ilona@fox.klte.hu

**Web site:** www.klte.hu

### **Background, orientation and purpose**

For more information, please contact the institution.

## University of Pécs

***Institute of Human Resource Development  
Szántó Kovács János u. 1/b  
Pécs 7633  
Hungary***

**Director:** Dr József Tóth (rector)

**Phone:** +36 72 501 507

**Fax:** +36 72 501 508

**Web site:** [www.pte.hu](http://www.pte.hu)

### Background, orientation and purpose

The University of Pécs strives to create stable organisation where both lecturers and students can work in a friendly, democratic atmosphere. The charter, issued in 1367, says "Pécs is a town particularly suited for the dissemination of science." It is the university's responsibility now to make this statement come true in the new millennium. This is the obligation that the past has set.

### Programme(s) and qualification(s)

BA in Cultural Management.

MA in Cultural Management.

### Duration

BA in Cultural Management - 3 years.

MA in Cultural Management - 5 years.

### Content

The main objective of the programmes is to educate and train managers and professionals working in the fields of culture, education, media, cultural policy, and adult education, with relevant knowledge and competence.

### International/European dimension

The Institute of Adult Education is a member of some distinguished European scientific associations, such as EUEC and EAEA.

### Special information

The Institute of Adult Education in the University of Pécs organises regular conferences and meetings internationally and nationally.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### Lecturers

All teaching personnel are permanent. The people responsible for the study programmes are Dr Dénes Koltai and Professor Mihály Sári.

### Entry requirements

Applicants should have a secondary school certificate. Age and appropriate experience are also considered.

### Student profile

Students are from Hungary only.

### Number of students admitted

The average number of full-time students at lectures is 40; at seminars, 28. The average number of part-time students at lectures is 57.



### **Course fee**

Full time students do not pay a tuition fee. Part-time students pay a sum of 100.000 HUF, the equivalent of 400 USD.

### **Grants or other financial support**

Scholarships are available for full-time students. These are allocated by the Ministry of Education in Budapest, but administered at the Institute of Adult Education and the central university student office.

## National University of Ireland

**Department of Philosophy**  
**19, Distillery Road**  
**Galway**  
**Ireland**

**Phone:** +353 91 524411 ext. 2574

**Fax:** +353 91 525700

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Diploma in Arts Administration.

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## National University of Ireland Galway

**19, Distillery Road**  
**Galway**  
**Ireland**

**Director:** Dr. F. O Murchadha

**Phone:** + 353 91 524411 / ext.2573

**Fax:** + 353 91 750554

**E-mail:** felix.omurchadha@nuigalway.ie

**Web site:** www.nuigalway.ie

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

MA in Ethical and Cultural Studies.

## UCD - University College Dublin (National University of Ireland)

**Arts Administration Department**  
**Room 530, Library Building, UCD, Belfield**  
**Dublin 4**  
**Ireland**

**Director:** Anne Kelly (the Centre)

**Phone:** + 353 1 7167642/ +358 1 7168625

**Fax:** + 353 1 2691963

**E-mail:** anne.kelly@ucd.ie

**Web site:** www.ucd.ie/~artsadm

### Background, orientation and purpose

UCD has been offering MA and MLitt programmes in Cultural Policy and Arts Management since September 2001. Building on 15 years of the Higher Diploma in Arts Administration, the development of the first MA and MLitt in Cultural Policy and Arts Management in Ireland is designed to maintain the national leadership role which UCD occupies in this area. The rationale for the changes includes the strong demand for higher standards of education in the sector, in particular for education which takes place in the working environment as well as in the university. In response to increasing professionalism in the cultural field, the course is designed to respond to the substantial growth of publicly funded arts provision and the growing awareness of the social and economic importance of the arts. The academic and intellectual standards of the programmes are commensurate with the highest level of international developments in this sphere.

### Programme(s) and qualification(s)

MA in Cultural Policy and Arts Management.

### Duration

1 year.

### Content

The one-year, full-time MA course will enable participants to understand the theory and practice of cultural policy and arts management, to develop leadership and strategic policy perspectives and to acquire research expertise. The course is designed for those developing professional careers in arts and cultural management, including the heritage and the cultural industries.

The programme consists of:

- Policy Studies (including the social and economic context), public policy and administration;
- Comparative Studies in cultural policy and management and employment policy for the sector; and
- Business Studies, including accountancy, management, business administration and marketing.

Following spring examinations, students go to external organisations on a 10/12-week work placement. The students are free to arrange such placements for themselves or go through the Arts Administration Department, which has links with many of high-profile arts organisation throughout Ireland. The students are required to submit a 10,000-word dissertation. All subjects are taught in the English language.

### International/European dimension

The Arts Administration Department co-operates with City University in London, Moray House Institute of Education in Edinburgh and Université de Paris Dauphine within the ERASMUS Programme. The institution is a member of ENCATC.

## **Evaluation and assessment**

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

## **Lecturers**

Lecturers for the business subjects tend to be drawn from UCD staff, from the relevant UCD Department. The number of teaching personnel is two, both of whom are women. There are also 13 visiting lecturers. The person responsible for the study programme is Anne Kelly.

## **Entry requirements**

Admission is open to candidates who hold an honours university degree or equivalent qualification. Preference is given to candidates with relevant work experience.

## **Student profile**

In the MA in Cultural Policy and Arts Management Programme there are generally only one or two international students each year. The course tends to attract mature students with some work experience, aged from the mid-20s and up.

## **Number of students admitted**

25 per course

## **Course fee**

2001/2002 EU – 3,509 USD. Non-EU citizens pay double fees. Fees are subject to review annually.

## **Grants or other financial support**

There is no UCD funding or scholarships available. Irish students can apply to their local authority for a government grant.

## ATER - Associazione Teatrale Emilia Romagna

**Training and Research Office**  
**Viale Giardini 466/G**  
**Modena 41100**  
**Italy**

**Director:** Antonio Taormina

**Phone:** + 39 059 345310

**Fax:** + 39 059 342802

### Background, orientation and purpose

Since 1993, ATER (Associazione Teatrale Emilia Romagna) has offered a training programme covering the management aspects of cultural and theatrical enterprises, which includes advanced and further training, together with retraining and specialisation.

In 1998, ATER signed an agreement with the University of Bologna Music and Drama Department to manage courses for graduates and to carry out research activities, seminars and meetings within the performing arts.

### Programme(s) and qualification(s)

Postgraduate course for Press and Communication Agents for Cultural Enterprises.

Postgraduate course for Managers of the Performing Arts.

Performing Arts Marketing - Updating Courses.

### Duration

Press and Communication Agents for Cultural Enterprises - 7 months (full-time).

Managers of the Performing Arts - 9 months (full-time).

Performing Arts Marketing - Updating Courses - 2 months (part-time).

### Content

Postgraduate course for Press and Communication Agents for Cultural Enterprises includes: communication techniques; cultural policy in Italy and Europe; cultural economics; project management; cultural tourism; work placement (348 hours); study trip abroad.

Postgraduate course for Managers of the Performing Arts:

Offered in co-operation with the University of Bologna Music and Drama Department. Main subjects are: theatre policy in Italy and Europe; law; cultural economics; enterprise strategies and policies; quality management for theatres; production and marketing.

Performing Arts Marketing - Updating Courses:

The main purpose of the course is to update the performing arts operator with new techniques in marketing and computer applications.

### International/European dimension

The ATER co-operates with foreign institutions by, for instance, exchanging projects and teachers. The institution is a member of ENCATC.

### Evaluation and assessment

Student performance is evaluated through examinations, papers and a final paper/thesis.

### Lecturers

The number of teaching personnel is 30, of whom 10 are women. Six are permanent and 24 are visiting. The persons responsible for the study programmes are Antonio Taormina (Postgraduate course for Press and Communication Agent for Cultural Enterprises) and Prof. Lamberto Trezzini (Postgraduate course for Managers of the Performing Arts).

## **Entry requirements**

Press and Communication Agents for Cultural Enterprises:

Applicants should have a university degree and appropriate experience.

Managers of the Performing Arts;

Applicants should have a university degree, appropriate experience, pass a written examination, and attend an interview.

Performing Arts Marketing - Updating Courses:

Applicants should be employed in a cultural enterprise.

## **Student profile**

Students are arts professionals with operational and marketing experience from within Italy.

## **Number of students admitted**

Press and Communication Agents for Cultural Enterprises - currently 16.

Managers of the Performing Arts - currently 20.

Performing Arts Marketing - 14.

## **Course fee**

All courses are free of charge.

## **Grants or other financial support**

None.

## Ceis - Centre for International Studies on Economics Growth

**Faculty of Economics, University "Tor Vergata" of Rome**  
**Via Columbia, 2**  
**Rome 00133**  
**Italy**

**Director:** Prof. Luigi Paganetto  
**Phone:** +39 06 72595601/5646  
**Fax:** +39 06 2020687

### Background, orientation and purpose

The Centre for International Studies on Economics Growth was established in 1987. Its aim is to provide a centre of research which deals with economic activity and experience, with emphasis on the importance of international economic variables. Within the framework of Italian university autonomy and its own statutory aims, the Centre promotes and coordinates both scientific and educational activities according to interdisciplinary criteria. It organises seminars and conferences and sets up agreements with universities, national institutions and international organisations. It can also operate in a consultant capacity when required.

Research projects are developed both by the Centre's own members and by external scholars. All the activities of the Centre are organised around Observatories and Research Sections. Each year a topic of particular significance is selected for debate at the Villa Mondragone International Economic Seminar. The Centre also organises Master courses for post-graduate specialisation.

### Programme(s) and qualification(s)

Master's Programme on Economics and Management of Cultural Goods.

#### Duration

12 months.

#### Content

The Master programme on Economics and Management of Cultural Goods is a one-year post-graduate programme. The Master programme is open to personnel of regional government offices, professional staff of museums and cultural institutions (such as archives and libraries), public and private managers of cultural activities and tourism, who are interested in upgrading their skills in or specialising in the management and promotion of cultural heritage. The deadline for applications is in November 2002.

#### Special information

Conferences and seminars are held by the Faculty of Economics and by BAICR SistemaCultura.

#### Evaluation and assessment

Student performance is evaluated through examinations and papers and practical work/internship.

#### Lecturers

In the Master's Programme on Economics and Management of Cultural Goods, the number of teaching personnel involved is about 40 (permanent 20 and visiting 20), of whom 15 are women. The person responsible for the study programme is Professor Pasquale Lucio Scandizzo.

#### Entry requirements

A university degree and some familiarity with computer technologies.

#### Student profile

Students in the Master's Programme have a university degree; they come from Italy and Central Europe.

### **Number of students admitted**

The current number of students is 61.

### **Course fee**

2 913 USD.

### **Grants or other financial support**

Scholarships are available for students but depend each year on which company/institution is offering the scholarship.

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## **ECCOM-European Centre for Cultural Organisation and Management**

***via Emilia 81  
Roma 00187  
Italy***

**Director:** Emilio Cabasino

**Phone:** +39 06 42 01 30 43

**Fax:** +39 06 42 01 30 43

**E-mail:** info@eccom.it

**Web site:** www.eccom.it

### **Background, orientation and purpose**

For more information, please contact the institution.

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## **Fondazione Fitzcarraldo**

***Corso Mediterraneo 94  
Torino 10129  
Italy***

**Director:** Ugo Bacchela (General Management) / Alberto Gulli (Training)

**Phone:** +39 011 50 99 317 (Ugo) / +39 011 56 83 365 (Alberto)

**Fax:** +39 011 50 33 61

**E-mail:** ugobac@fitzcarraldo.it / alberto.gulli@fitzcarraldo.it

**Web site:** www.fitzcarraldo.it

### **Background, orientation and purpose**

For more information, please contact the institution.



## IULM Libera Università Di Lingue e Comunicazione

**Facoltà di Scienze della comunicazione e dello spettacolo**  
**Via Carlo Bo 1**  
**Milano 20143**  
**Italy**

Contact Person: Mario Negri

**Phone:** +39 02 891 1411

**Fax:** +39 02 891 414000

**Web:** [www.iulm.it/iulm/jsp/web/modelli\\_cartelle/template\\_navigatore.jsp?idNode=102](http://www.iulm.it/iulm/jsp/web/modelli_cartelle/template_navigatore.jsp?idNode=102)

### Programme(s) and qualification(s)

Diploma in Managment, Strategies and Communication on Cultural Goods and Cultural Events.

### Duration

2 years.

### Content

The fundamental thematic areas are:

- Cultural Consumption;
- Cultural Communication;
- Cultural marketing and Economy;
- History and origins of the Antique World; and
- National and International Institutions of the Cultural Heritage.

### Fees

EUR 5,165.

## Institute for Art and Restoration “Palazzo Spinelli”

**Department of Restoration and Evaluation of Cultural Heritage**  
**Borgo Santa Croce 10**  
**Florence 50122**  
**Italy**

**Director:** Dott. Francesco Amodei

**Phone:** +39 055 246001

**Fax:** +39 055 240709/2460094

**E-mail:** ps-info@spinelli.it

**Web site:** www.spinelli.it

### Background, orientation and purpose

The Institute for Art and Restoration “Palazzo Spinelli” was established in 1977. Its mission is to contribute - either by direct action or through the training of professionals - to the preservation of mankind’s historical and artistic inheritance, while at the same time keeping alive those creative and artistic skills which allow people to express and enhance themselves freely.

### Programme(s) and qualification(s)

Master in Management of Cultural Heritage.

Master in Management of Cultural Heritage (Ouro Preto, Brazil).

BC01 Management of Cultural Heritage.

BC05 Marketing of Cultural Heritage.

BC03 EU Projecting for Cultural Heritage.

### Duration

Master in Management of Cultural Heritage - 1 year.

Master in Management of Cultural Heritage (Ouro Preto, Brazil) - 3 months.

BC01 Management of Cultural Heritage - 2 weeks.

BC05 Marketing of Cultural Heritage - 1 week.

BC03 EU Projecting for Cultural Heritage - 4 weeks.

### Content

Master in Management of Cultural Heritage/ Master in Management of Cultural Heritage (Ouro Preto, Brazil):

The main objective of the programmes is to train professionals who will be capable of evaluating and managing museums and similar institutions, as well as temporary exhibitions (sometimes presented as a result of EU funds). There is no deadline for applications. Applications are accepted on a first-come, first-served basis. Master in Management of Cultural Heritage (Ouro Preto, Brazil) is a restricted programme.

Management of Cultural Heritage / Marketing of Cultural Heritage / Projecting for Cultural Heritage:

Since the courses are of limited duration, their aim is to give professionals some basic skills to evaluate and manage museums and similar institutions as well as temporary exhibitions (sometimes as the result of EU funding). There is no deadline for applications. Applications are accepted on a first-come, first-served basis.

### International/European dimension

Palazzo Spinelli is a member of ELIA (European League of Institutes of the Arts).

## **Evaluation and assessment**

Master's in Management of Cultural Heritage:

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

## **Lecturers**

The number of teaching personnel is 80, 50 of whom are women. Sixty of the lecturers are permanent and 20 are visiting. The people responsible for the study programmes are Prof. Francesco Amodei and Prof. Andrea Papi (Master in Management of Cultural Heritage, Ouro Preto, Brazil)

## **Entry requirements**

Master's in Management of Cultural Heritage:

Applicants should have a university degree and will be interviewed.

Master's in Management of Cultural Heritage (Ouro Preto, Brazil):

Applicants should have a university degree and will be interviewed. They must be Italians living in Brazil.

Management of Cultural Heritage / Marketing of Cultural Heritage / Projecting for Cultural Heritage:

There are no special requirements for the attendance of the Summer Courses.

## **Student profile**

Students are university graduates from Italy and abroad.

## **Number of students admitted**

Master in Management of Cultural Heritage – (information not provided)

Master in Management of Cultural Heritage (Ouro Preto, Brazil) – current number of students is 32.

BC01 Management of Cultural Heritage / BC05 Marketing of Cultural Heritage / BC03 EU Projecting for Cultural - the current number of students ranges from 20 to 25.

## **Course fee**

Master in Management of Cultural Heritage – EUR 6,000.

BC01 Management of Cultural Heritage (40 lesson hours) – EUR 800.

BC05 Marketing of Cultural Heritage (20 lesson hours) EUR 400.

BC03 EU Projecting for Cultural Heritage (128 lesson hours) EUR 1,800.

Master in Management of Cultural Heritage (Ouro Preto, Brazil) - Financed by IILA Istituto Italo Latino Americano (Italian Latin American Institute).

## **Grants or other financial support**

None.

## **LMA - Luiss Management S.p.A.**

**Cultural Area**

**Via Saverio Mercadante 18**

**Rome 00196**

**Italy**

**Phone:** +39 0685222 1

**Fax:** +39 0685222 400

### **Background, orientation and purpose**

Luiss Management is a business school set up in 1997 by LUISS Guido Carli University, with the aim of establishing an important management training institution in the Italian capital that is independent from the University but not separate from it. It is open to and welcomes contributions of knowledge and experience from the business environment, professionals and centres of managerial knowledge.

Luiss Management is strongly oriented to quality and innovation and is particularly conscious of change in the cultural environment. It is one of the most important and consistent Italian institutions in the field of management training, with a network of about 100 internal employees, 200 course designers and more than 1,000 trainers.

### **Programme(s) and qualification(s)**

Cultural Management.

Cultural Heritage Management.

Museum Management.

### **Duration**

Cultural Management - 7 months.

Cultural Heritage Management - 18 days.

Museum Management - 5 months, 20 days.

### **Content**

Cultural Management:

This initiative aims at developing the themes of Cultural Management, through the study of operational logistics and the analysis of real models. The deadline for applications is 20 September 2002.

Cultural Heritage Management:

The main objective is in-depth study how to manage and develop cultural heritage, keeping legal change in mind.

Museum Management:

This programme, begun in 2003, is aimed at employees in the public museum sector as well as those in private enterprises. The deadline for applications is in January 2003.

### **Special information**

For students in the Cultural Management programme there will be, in addition to classroom activities, a full programme of guided visits to museums, theatres and archaeological sites of Rome.

### **Evaluation and assessment**

Student performance is evaluated throughout the programmes.

### **Lecturers**

The number of teaching personnel is 500, 30 percent of whom are women. Twenty percent are permanent and the rest are visiting.

### **Entry requirements**

Cultural ManagementL:

Applicants should have a university degree.

Cultural Heritage Management:

Applicants should have appropriate experience.

### **Student profile**

Students are from Italy only.

### **Number of students admitted**

Cultural Management - the current number of students is between 15 and 20.

Cultural Heritage Management - the current number of students is between 10 and 15.

### **Course fee**

Cultural Management - 4,752 USD (EUR 5,164).

Cultural Heritage Management – (information not provided).

### **Grants or other financial support**

None.

## **PTA - Progetti Toscani Associati Soc. Coop. a r.l.**

**Borgo Albizi 15**  
**Firenze I - 50122**  
**Italy**

**Director:** Maurizia Settembri  
**Phone:** +39 055 2480515/2638365  
**Fax:** +39 055 2479757  
**E-mail:** fabbrica.europa@firenze.net  
**Web site:** www.fabbricaeuropa.net

### **Background, orientation and purpose**

Progetti Toscani Associati was established in 1989. It is a non-profit cooperative, with a staff of professionals, cultural organisers and artists from the fields of performing and visual arts. The main activities are: the conception and production of events and multidisciplinary projects; the organisation of festivals and reviews focused on contemporary theatre, dance, music, visual arts, multimedia, exhibitions and meetings; and the professional training of artists and cultural managers.

### **Programme(s) and qualification(s)**

New technologies and networking for the development of the culture industry in Tuscany.  
Training course in the development and management of online services for cultural enterprises.

### **Duration**

12 months.

### **Content**

The main objectives of the programme are effecting research into the cultural industry in Tuscany and creating a knowledge network on a regional scale that will link cultural agents in all fields of contemporary art. Connecting them with a dedicated web site ([www.apic.it](http://www.apic.it)).

### **International/European dimension**

PTA is a member of I.E.T.M. (Informal European Theatre Meeting) and European Network for Contemporary Dance.

### **Special information**

Students participate in meetings with groups of local cultural agents and in conferences organised within the framework of the project.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, research and practical work/internship.

### **Lecturers**

The number of teaching personnel is 30-50 (depending on the course), of which 30-40 percent are women. Five are permanent and the number of visiting staff depends on the course. The person responsible for the training programme is Marina Bistolfi.

### **Entry requirements**

Applicants should have a secondary school certificate. Experience, good attitude and motivation are also considered.

### **Student profile**

Students are from Italy only.

### **Number of students admitted**

The current number of students is 15.

### **Course fee**

None. All of PTA's courses are financed by the Region of Tuscany and the European Social Fund.

### **Grants or other financial support**

None.

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## **Regione Lombardia Osservatorio**

***Direzione Generale Culture,  
Identità e Autonomie della  
Lombardia Piazza IV Novembre, 5  
Milano 20124  
Italy***

**Director:** Ninfa Cannada Bartoli, [cannadav@regione.lombardia.it](mailto:cannadav@regione.lombardia.it)

**Phone:** +39 02 67 65 26 72 / +39 02 67 65 27 11

**Fax:** +39 02 67 65 26 98

**E-mail:** [giulia@reteculturale.regione.lombardia.it](mailto:giulia@reteculturale.regione.lombardia.it) / [fornasinil@reteculturale.regione.lombardia.it](mailto:fornasinil@reteculturale.regione.lombardia.it)

**Web site:** [www.lombardiacultura.it/osservatorio](http://www.lombardiacultura.it/osservatorio)

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## **Università Bocconi**

***Università Bocconi  
Via Sarfatti 25  
Milano 20136  
Italy***

**Contact Person:** Severino Salvemini

**Phone:** +39 02 58361

**E-mail:** [www.uni-bocconi.it](http://www.uni-bocconi.it)

### **Programme(s) and qualification(s)**

Diploma in Economy for the arts, culture and communication.

### **Duration**

3 years

## Università Cattolica del Sacro Cuore

***Facoltà di Letter e Filosofia***

***Largo Gemelli, 1***

***23123 Milano (MI), Italy***

**Contact:** Dr. Ernesto Nicolai

**Phone:** +39 02 72341

**Fax:** +39 06 72342417

**E-mail:** [www3.unicatt.it/unicatt/seed/consultazione.mostra](http://www3.unicatt.it/unicatt/seed/consultazione.mostra).

### Programme(s) and qualification(s)

BA in Cultural Management for tourist agents.

Course in economics for Art, Culture and Communication.

### Duration

1 year for the BA.

### Content

Three specialisations:

- Arts and History;
- Library studies; and
- Archivistics.

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## Università degli Studi di Venezia "Ca Foscari"

***Faculty of Letters and the Faculty of Economics***

***EGART - Degree in Arts and Culture Economics and Management***

***San Sebastiano, Dorsoduro 1686***

***Venezia 30123***

***Italy***

**Phone:** + 39 0412347311

**Fax:** + 39 0412347350

**Contact:** Prof Augusto Gentili

**E-mail:** [preite@unive.it](mailto:preite@unive.it)

**Web site:** <http://www.unive.it>

### Programme(s) and qualification(s)

The newly combined pathway, EGART - a cooperation between the Faculty of Letters and the Faculty of Economics - explores the interface between arts/culture and economics.

This course is of interest to those who want to develop their range of managerial skills and their knowledge and understanding of cultural and arts governance and funding systems.

### Lecturers

The number of teaching personnel is 49, 8 of whom are women. Fifteen are permanent and the rest are visiting.



## Università degli studi di Firenze

***Dipartimento di storia delle arti e dello spettacolo  
polo della città' di prato  
piazza ciardi, 25  
Prato  
Italy***

**Director:** Prof. Siro Ferrone

**Phone:** +39 055 240294 / +39 0574 602505

**Fax:** +39 055 2479848

**Web site:** [www.pin.unifi.it](http://www.pin.unifi.it)

### **Background, orientation and purpose**

The main objective of the Department is the training of managers for cultural and major events.

### **Programme(s) and qualification(s)**

Planning and Management of Arts and Performing Arts Events and Institutions.

### **Duration**

3 years.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, research, a final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 18, 6 of whom are women. Ten are permanent and the rest visiting. The person responsible for the study programme is Siro Ferrone.

### **Entry requirements**

Applicants should have a secondary school certificate.

### **Student profile**

Students are from Italy and abroad.

### **Number of students admitted**

The current number of students is 200.

### **Course fee**

1,000 USD.

## Università degli studi di Palermo

***Facoltà di Letter e Filosofia***

***P.zza della Marina, 61 Pal. Steri***

***Palermo (PA) 90133***

***Italy***

**Contact:** Giovanni Rufino

**Phone:** +39 091 6075111/ 0916570945

**Fax:** +39 091421494

**E-mail:** <http://www.unipa.it/cdl/annuario/facolta/lettere.htm>

### **Programme(s) and qualification(s)**

Degree in Cultural Tourism.

Diploma in Cultural Management.

### **Duration**

3 years each.

## Università degli studi di Roma "Tor Vergata"

**Facoltà di Letter e Filosofia**

**Via O. Raimondo,18 Loc. La Romanina**

**Roma 00173 (RM)**

**Italy**

**Contact:** Dr. Ernesto Nicolai

**Phone:** +39 06 72591

**Fax:** +39 06 7234368

### **Programme(s) and qualification(s)**

BA in Cultural Management for touristic agents.

Course in Arts, Music and Entertainment.

### **Duration**

1 year for the BA.

## Università degli studi di Udine

***Dipartimento di scienze economiche***

***Via Palladio 8***

***Palazzo Florio***

***31100 Udine***

***Italy***

**Phone:** + 39 0432 249237

**Fax:** + 39 0432 249229

**Contact:** Andrea Moretti

**E-mail:** andrea.moretti@dse.uniud.it

**Web site:** <http://web.uniud.it/dse/curriculum/moretti.htm>

### Background, orientation and purpose

For more information, please contact the institution.

## Università dell' Insubria

***Facoltà di Scienze Matematiche, Fisiche e Naturali***  
***Via Valleggio 11***  
***Como 22100***  
***Italy***

**Contact:** Aldo Gamba  
**Phone:** +39 031 2389293  
**E-mail:** [www.unico.it/](http://www.unico.it/)

### **Programme(s) and qualification(s)**

Diploma in Sciences of Cultural Goods and Activities.

### **Duration**

3 years.

## CAICAM - Central Asian International Centre of Art Management

**Gagarin av., bl.#100 - 69**  
**Kazakhstan**

**Director:** Mrs Saule Tanekeyeva

**Phone:** +7 3272 779223

**Fax:** +7 3272 778883

### Background, orientation and purpose

The Central Asian International Centre of Art Management was established in 2000. Its vision is to create a healthy, pro-active and co-operative cultural community throughout Central Asia with the goal of raising global awareness of Central Asia's rich history, traditions and cultural treasures.

Project Central Asian Management School (Winter 2002), in conjunction with the second 'International Roundtable Discussions on Cultural Life and Cultural Policy Issues', attempts to provide arts managers with the skills and tools they need to work effectively and efficiently in their own environments and further afield, and to take an active role - through education and practice on an ongoing basis - in the research, analysis and formulation of a new cultural policy for Central Asia.

CAICAM's short term objectives:

To create for Central Asia a systematic and ongoing base for professional education in international standards of cultural management - including organisational management, production, and representation - through an annual programme of intensive study and interaction with international trainers and activists;

To give participants the pre-requisite(s) necessary for continued study in international programmes and to broaden their view of the world marketplace;

To provide arts managers with a strong theoretical and practical base of strategic management skills relevant to the arts market of today, that take into account the prevailing political and economic structures;

to persuade arts managers, cultural and scientific practitioners, governmental and non-governmental representatives, and privately-funded organisations and foundations concerned with cultural development to become actively involved in the development of new cultural policy; and

To begin the process of building new networks throughout Central Asia which can, in both the short and long term, become a voice and lobbying force for cultural development.

## Latvian Academy of Culture

**Ludzas street, 24**

**Riga 1003**

**Latvia**

**Director:** Ivars Berzins (Head of Cultural Management Programme)

**Phone:** + 371 7140175

**Fax:** + 371 7141012

**E-mail:** leonarda@apollo.lv

**Web site:** www.lka.edu.lv

### Background, orientation and purpose

The main objectives of the Latvian Academy of Culture is to prepare academically educated and professional experts for cultural, scientific and educational work, to do research work in the humanities, and to provide intercultural exchange.

The main areas of research are the general theory and history of culture, drama, the sociology of culture, and the philosophy of art.

The objective of the Cultural Management Programme is to prepare a new generation of professional cultural managers who apply logical and creative thought and approaches, who understand and are able to succeed in the modern, internationally-facing European cultural space in different fields of the arts. The programme is unique as it offers the first opportunity in Latvia to acquire theoretical knowledge and practical skills under the leadership of professional lecturers.

The Latvian Academy of Culture was established in 1990, the MA Programme in Cultural Management in 1997, and the Professional MA Study Course, "Media and Culture Management", in 2000.

### Programme(s) and qualification(s)

MA in Cultural Management.

Professional MA Study Course in Media and Culture Management.

### Duration

MA in Cultural Management – 2-1/2 years.

Media and Culture Management - 2 years.

### Content

MA in Cultural Management:

The programme introduces students to the main subjects in the administration and management of cultural work and offers the opportunity to consolidate this information through practical exercises. During the course, students become involved in different projects and practical assignments in various cultural institutions. The main subjects covered are:

- Management;
- Marketing;
- Planning and Organisation;
- Cultural policy;
- Law;
- Economics and Finance;
- Theory of Culture; and
- Practicals (two lasting one month each, one lasting three months).

The teaching language is Latvian.

Media and Culture Management:

The programme covers the management and marketing of media at international standards. The compulsory key modules are:

- Management (media and communication management, marketing, planning and organisation, personnel management and communication, project management, effective management of personnel resources in a modern organisation);
- Law;
- Economics and finances;
- Cultural policy; and
- Media and broadcasting (including the music industry and rights).

Lectures are held in German, supplemented by courses in Latvian.

### **International/European dimension**

The Academy has co-operation with some institutions in Europe within the field, e.g. the Goerlitz East-West College, Germany; the European Union and UNESCO co-operation between seven European universities; the Hamburg Theatre and Art University, German; the SOROS Foundation in Latvia; the Danish Institute of Culture, etc. The institution is a member of ENCATC.

### **Special information**

With support from the Soros Foundation, Latvia, the Cultural Management Education Co-ordination Centre (CMECC) was founded in 2000 as an integral part of the Latvian Academy of Culture. With the assistance of the CMECC, the Latvian Academy of Culture is able to reach one of its aims: fostering awareness of cultural management education by making the information available to arts and culture practitioners who are not students of the LAC, and encouraging the exchange of information and experience.

### **Evaluation and assessment**

Evaluation is made by the State.

### **Lecturers**

The head of the Cultural Management Programme is Ivars Berzins. The person responsible for the MA in Cultural Management programme is Agnese Treija. In Media and Culture Management training, the person responsible is Ivars Berzins, coordinator in Latvia.

### **Entry requirements**

MA in Cultural Management:

BA degree, letter of motivation, entrance examination consisting of foreign language test (English/French/German), cultural field knowledge test, interview.

Media and Culture Management:

BA degree, experience in the field, entrance test and interview (in German).

### **Student profile**

Students have experience in cultural management and project management, and possess a general interest in management of the arts.

### **Number of students admitted**

MA in Cultural Management: 20 per year.

Media and Culture Management: 20 per year.



**Course fee**

MA in Cultural Management - 400 LVL (Latvian Lats) = EUR 676 Euro.

Media and Culture Management - 450 LVL (Latvian Lats) = EUR 761 Euro.

**Grants or other financial support**

Ministry of Education: guaranteed credit for citizens and residents of Latvia. In the Media and Culture Management programme, all expenses are covered during the secondment in Germany.

## Riga Dom Choir School - RDKS

**Kalnciema iela 10/12**

**Riga LV 1048**

**Latvia**

**Director:** Mr Janis Erenstreits

**Phone:** +371 7612450

**Fax:** +371 7612450

**E-mail:** Jolanta@rdks.lv

**Web site:** www.rdks.lv

### Background, orientation and purpose

Riga Dome Choir School is a professional educational establishment, providing education and qualifications for choir conductors and music managers.

The school was established in 1994 following the boys' choir school traditions in England and it is based on a professional boys' choir. However, differently from the English tradition, the school enrolls also girls. Since 1998 the School has run a professional college level Music Management programme, which aims to help young people to find a place in the music industry, even if they don't aim to be professional musicians.

Together with a professional education, the students receive a high-quality general education, e.g. there is a well-equipped computer classroom providing regular Internet access.

We have implemented a few creative projects using the school equipment, e.g. a video film about the boys' choir concert tour in Japan, audio and video clips for school events. Our experience is prompting us to continue and expand these projects. Riga Dome Choir School regularly hosts schoolteacher seminars from all over country.

### Programme(s) and qualification(s)

Diploma in Conducting, Choir Conducting.

Diploma in Music Management .

### Duration

Conducting, Choir Conducting - 4 years

Music Management - 2 years

### Content

Conducting, Choir Conducting:

This professional vocational programme aims to enable the student to work as a choirmaster seeking to further his/her development into a versatile, liberal, free, responsible and creative individual; it incorporates the development of knowledge, skills and attitudes that make the student into a qualified professional, able to compete successfully in a fluctuating social and economic situation. The teaching language is mainly Latvian, but English, German and Russian are also used. The deadline for applications is in June each year.

Music Management:

This college-level professional vocational education aims to: provide students with skills and knowledge, develop their professional abilities in the field of cultural management; further students' creative experience by expanding their creative abilities; develop their skills of self-evaluation, self-sufficient action and decision making; and improve their ability to create independent attitudes and make value judgements vital to their professional development. The teaching language is mainly Latvian, with some English. The deadline for applications is in June of the current year.

**International/European dimension**

Within the last three years the school has gained experience in co-operation with the Leonardo da Vinci programme. We have participated in two pilot projects; "Management of Culture and New Information Technologies" as a coordination partner, and "Management Training for Cultural Managers" as a partner. We have implemented two mobility projects in our school by sending our students to Sweden, the United Kingdom and Finland for practical training.

Riga Dome Choir School is the only school in Latvia with plans to establish its own studio. So far we have been one of the few music schools with a computer classroom and skilled students in NIT.

The institution is a member of International Education Society ([www.ies-info.com](http://www.ies-info.com)) and an associate member of ENCATC.

**Special information**

RDKS has published a 'Final Report of the pilot project in frame of Leonardo da Vinci programme' in 2001, written in Latvian and English.

**Evaluation and assessment**

The evaluation of students is made through obligatory attendance, self-study and practical work/internship.

**Lecturers**

The number of teaching personnel is 107 in the School (18 for the Music Management Specialty), of which 90 (13 in the Music Management Specialty) are women. Fifty-one teachers in the School (9 in the Music Management Specialty) are permanent and 56 (9 in the Music Management Specialty) are visiting. The person responsible for the Conducting, Choir Conducting programme is Mr Janis Erenstreits. Mrs Jolanta Klisane is responsible for the Music Management programme.

**Entry requirements**

Conducting, Choir Conducting:

Minimum age of 15 years, with elementary musical education.

Music Management:

Minimum age of 18 years and secondary school certificate.

**Student profile**

In the Conducting, Choir Conducting programme, the age of students is 15-20.

Around 10 percent of the student body is international.

**Grants or other financial support**

None.

## **LCATC - Lithuanian Cultural Administrators Training Centre**

***Division of Programmes and Training***

***Saltoniskiu street 58***

***Vilnius 2600***

***Lithuania***

**Director:** Mrs Lina Baniene

**Phone:** + 370 2 752777

**Fax:** + 370 2 790304

### **Background, orientation and purpose**

The Lithuanian Cultural Administrators Training Centre, established in 1994, offers opportunities for post-graduate training in cultural management, and for practical and theoretical improvement of the professional skills of employees of various cultural institutions (leaders, administrators, specialists in libraries, museums, culture centres, cinema, performing groups, theatres, curators of art galleries etc.). The Centre's training programmes and seminars aim to provide basic knowledge on cultural policy, culture and art management and to empower practitioners to take a strategic approach towards the development of their institution or local and regional culture life.

The purpose of training is to develop the creativity and professional background of individuals and to share contemporary practical experiences in the field of culture and art management. The Centre is financed by the state budget (70 percent). Its founder is the Ministry of Culture.

### **Programme(s) and qualification(s)**

Twenty-two training programmes are implemented by LCATC every year, e.g. culture management training; training of library specialists; specialised training seminars; 'Public Relations in Museum Management', and the LCATC and OSI project, 'Baltic Freeway'. Most of the programmes include internships.

### **Duration**

From one day to two weeks.

### **Content**

Courses are designed for domestic students as well as students from the region (Eastern Europe, Mongolia).

### **International/European dimension**

The institution is a member of ENCATC.

### **Special information**

The teaching language is Lithuanian (translation is provided for foreign visiting lecturers). The institution is a member of the Lithuanian Association of Public Administration Training.

### **Evaluation and assessment**

Evaluation of the students is made through obligatory attendance and private study.

### **Lecturers**

The number of permanent teaching personnel is 25 and the total is 185. There are 160 visiting lecturers per year, out of which 98 are women.

**Entry requirements**

Experience.

**Course fee**

35-40 USD.

**Grants or other financial support**

None.

## Vilnius Academy of Fine Arts

**UNESCO Cultural Management and Cultural Policy Chair, Maironio str. 6  
Vilnius 2600  
Lithuania**

**Director:** Gabriele Zaidyte, Chairholder

**Phone:** +370 2 623 749

**Fax:** +370 2 623 749

**E-mail:** gabriele.zaidyte@vda.lt

**Web site:** unesco.vda.lt

### Background, orientation and purpose

The UNESCO Cultural Management and Cultural Policy Chair at Vilnius Academy of Fine Arts is the first academic institution in Lithuania, in fact in all the Baltic States, to offer a master's degree programme in Cultural Administration and Cultural Policy that meets international standards.

The creative and interdisciplinary structure of cultural institutions do not provide professionals with a traditional managerial education the skills they need to meet the demands established by our modern culture. A goal of the programme is to develop highly qualified master's degree specialists in cultural management, who are capable of carrying out theoretical and research activities as well as performing a practical job. Admission will comply with the general admission procedures of Vilnius Academy of Fine Arts. In June 2000, in order to develop the highest quality training programme, the UNESCO Chair established an international board. Members of the board are Mr Mate Kovacs, Mrs Ugne Karvelis, Prof. Lidia Varbanova, Prof. Herwig Poeschl, Brigitte Remer, Prof. Dr Hermann Voesgen, and Sue Kay.

### Programme(s) and qualification(s)

Master's degree in Cultural Management and Cultural Policy.

### Duration

2 years.

### Content

The study programme consists of 4 key courses, each lasting a full semester. The first course gives students an introduction to the basic principles of management, European cultural history and supplementary theoretical subjects. Significant attention will be given to foreign languages. The second course focuses on specific aspects of cultural management. The students receive information on European cultural development in the 20th century, the aspirations of international cultural co-operation and the infrastructure of Europe's cultural institutions, by combining theoretical teaching with practical tasks. The third and fourth courses are reserved for students' independent work under the supervision of the advising professor. During the first year, the students also receive a detailed presentation of new methodologies to accomplish practical activities. Significant attention will be focused on short specialised courses enabling the students to extend their knowledge in a field of their own interest. The main task of the fourth course is the course paper. The course is designed for practical implementation of independent projects developed by the students. The students can also choose courses given by visiting professors. Placements last 2 months; both local and international assignments are possible. The course starts yearly. Deadlines for the applications are 1 June for the autumn semester and 15 November for spring semester.

**International/European dimension**

The programme has some professors from abroad and invites visiting professors from other European institutions. There are some foreign students who are undergoing their practical placement. The institution is an associate member of ENCATC.

**Special information**

Among other activities of the UNESCO Cultural Management and Cultural Policy Chair, an international conference "Modern Culture Management - A Part of Cultural Policy" was organised at Vilnius Academy of Fine Arts in March 2000. The main topics of the conference were: the cultural situation in Lithuania - reality and prospects; cultural management, trends and prerogatives - global and regional cultural phenomena; and objectives and structure of the programme for MA studies at Vilnius Academy of Fine Arts, UNESCO Cultural Policy and Cultural Management Chair. Among new initiatives and programmes, the UNESCO Cultural Management and Cultural Policy Chair is working on SYNAXIS BALTICA (Baltic Sea Region Student Platform for Cultural Management and Cultural Policy). Partners in the project are ENCATC - Nordic Baltic Platform and UNESCO.

In October 2000, the UNESCO Chair, together with the Association of the New Technologies, INFOBALT was an organiser of the first multimedia league in Lithuania.

**Evaluation and assessment**

In-house assessment, under the Ministry of Education and Science.

**Lecturers**

The number of teaching personnel is 26 lecturers. The person responsible for the programme is Gabriele Zaidyte.

**Entry requirements**

A bachelor's degree.

**Student profile**

Students are from other Lithuanian institutions of higher education, such as Vilnius Academy of Fine Arts, Vilnius Music Academy and Vilnius, Kaunas and Klaipeda Universities. The average age of the students is 25.

**Number of students admitted**

15 per course.

**Course fee**

6,000 USD = EUR 6,696.

**Grants or other financial support**

Some domestic students will be supported with state scholarships.

## REPUBLIC OF MACEDONIA

### CAC - Contemporary Art Center

**Orce Nikolov 109**

**Skopje 1000, Republic of Macedonia**

**Director:** Melentie Pandilovski

**Phone:** +389 2 133 541/+389 2 214 495

**Fax:** +389 2 133 541/+389 2 214 495

#### Background, orientation and purpose

The Contemporary Art Center is a non-profit cultural centre and a unique institution working at the crossroads of contemporary arts, education, information and technology.

CAC also acts as a catalyst on dynamic transformation forces in art, supporting the Macedonian and Balkan arts communities by organising art exhibitions, electronic art and multimedia projects, alternative projects, educational projects, conferences, festivals and symposiums. The Contemporary Art Center (Skopje) deals with grants and transfer of knowledge via logistic and technical methods. CAC also serves as an information centre for recent movements in art, as well as supporting and promoting Macedonian art.

The Institution Contemporary Art Center - Skopje (Ustanova Centar za Sovremeni Umetnosti - Skopje) was founded in June 1994 as the Soros Center for Contemporary Arts - Skopje, Macedonia, as a program of OSI-Macedonia and part of the SCCA Network of 19 centres in Central and East Europe, with its headquarters in Budapest. CAC is one of the founders of the International Contemporary Art Network (ICAN) in Amsterdam.

#### Programme(s) and qualification(s)

Society and Genomic Culture.

#### Content

The main objective of the programme is the encouragement of critical discourse and of an ongoing debate regarding the cultural, social, ethical and ideological issues of genetics and biotechnology. This platform includes ongoing positions questioning the ideology of biotechnology and genetic engineering, but should consequently result in the development of a sensible attitude to the corpus of biotechnological issues. The deadline for applications is 15 June 2002.

#### International/European dimension

CAC is a member of SEECAN (South East European Contemporary Art Network) and BAN (Balkan Art Network).

#### Evaluation and assessment

Student performance is evaluated through participation and practical work/internship.

#### Lecturers

The number of teaching personnel is 9, 2 of whom are women. Two of the lecturers are permanent and seven are visiting. The person responsible for the study programme is Melentie Pandilovski.

#### Student profile

Students are from Macedonia and abroad.

#### Number of students admitted

The current number of students is 20.

#### Course fee

250 USD.



## **PAC Multimedia**

**Mihail Cokov 4**  
**Skopje 1000**  
**Macedonia, Republic of**

**Director:** Biljana Tanurovska / Violeta Simjanovska  
**Phone:** +389 2 111 570  
**Fax:** +389 2 109 303  
**E-mail:** bljace@mol.com.mk / bljace@multimedia.org.mk  
**Web site:** <http://multimedia.org.mk>

### **Background, orientation and purpose**

For more information, please contact the organisation.

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## **St. Kiril and Metodij University**

**Music Academy**  
**Pitu Guli 1**  
**Skopje 91000**  
**Macedonia, Republic of**

**Contact person:** Martin Pancevski  
**Phone:** +43 8991361188  
**Fax:** +43 8991361256  
**E-mail:** fdu@sonet.com.mk  
**Web site:** <http://www.fdu.ukim.edu.mk>

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Courses in management in culture and entertainment.

### **Special information**

The training has a strong audio-visual management orientation.

### **Entry Requirements**

Candidates must at least hold a high school degree. Entrance examination in the field of art and culture to assess the candidate's theoretical and practical knowledge of film, radio and TV.

## MOLDOVA, THE REPUBLIC OF

### New Alternative Association

**Department of Cultural Management**

**Minsk 27, AP. 44**

**Chisinau MD 2002**

**Moldova, The Republic of**

**Director:** Reabcinsky Veaceslav

**Phone:** + 373 2 21 33 73

**Fax:** + 373 2 23 36 71

**E-mail:** slava@moldovacc.mc / gina@moldovacc.mc

### Background, orientation and purpose

The New Alternative is a non-governmental organisation, founded in January 2001. Its goals are to contribute to the development of strategy; to contribute to the development of cultural institutions throughout the territory of the Republic of Moldova; and to organise art management conferences, seminars and workshops.

### Programme(s) and qualification(s)

Short courses in Cultural Policies and Arts Management.

### Duration

2 weeks.

### Content

The courses are aimed at cultural institutions in the Republic of Moldova. Seminars or workshops are carried out by foreign professors or teachers who are invited to work on particular projects, performed together with other Moldovan organisations such as the Ministry of Culture, the Department of Culture of Chisinau municipality, etc. Training courses are organised mainly for the theatres of the Republic of Moldova, employees of the county culture divisions, and students of the University of Arts of the Republic of Moldova.

### International/European dimension

In most cases the courses are taught by professors from other European institutions. The institution is an associate member of ENCATC.

### Evaluation and assessment

Student performance is evaluated throughout their participation.

### Lecturers

The profile of the trainers is defined up by the particular requirements of each project.

### Entry requirements

Selection is made by assessing the candidate's professional skills and the appropriateness of his/her working activity to the topic of the course. The participant must work in the cultural field and must be under 45.

### Student profile

Students are from Moldova only.

### Number of students admitted

Approximately 15-20 students are admitted per course.

**Course fee**

Fees vary depending on the trainer's requirements and the course duration. Usually the participants are provided with hospitality and meals.

**Grants or other financial support**

None.

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**Free International University of Moldova**

***Department of History and International Relations  
Str. Vlaicu Parcalab, 52  
Chisinau, MD-2012  
Republica Moldova***

**Phone:** (+373 2) 22 00 29

**Fax:** (+373 2) 22 00 28

**E-mail:** office@ulim.moldnet.md

**Web site:** [http://ulim.moldnet.md/eng/dep\\_eng/istorie\\_en.html](http://ulim.moldnet.md/eng/dep_eng/istorie_en.html)

**Programme(s) and qualification(s)**

BA and Master's in Museology.

**Duration**

1 or 2 years.

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## Art Management Club

***P.O.Box 790 Library by Natsagdorj  
Office 11  
Ulaanbaatar 13  
Mongolia***

**Director:** Bayaraa Baasandorjiin  
**Phone:** +976 11 364170 / +976 99 266522  
**Fax:** +976 11 311545  
**E-mail:** avrora2002@yahoo.com

### Background, orientation and purpose

For more information, please contact the institution.

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## Mongolian University of Culture and Art

***Faculty of Social Sciences  
Baga Toiruu 26  
Ulaanbaatar 210646  
Mongolia***

**Director:** Tsedev Dojoogiin  
**Phone:** +976 11 325 205  
**Fax:** +976 11 325 205  
**E-mail:** Avrora2002@yahoo.com

### Background, orientation and purpose

For more information, please contact the institution.

## NETHERLANDS

**Amsterdam School of Arts**

**PO BOX 15079**  
**Amsterdam NL-1001**  
**Netherlands**

**Phone:** +31 20 527700

**Fax:** +31 20 5277712

**E-mail:** info@ac.ahk.nl

**Web site:** <http://www.xs4all.nl/~rwa/gbmenu.htm>

**Programme(s) and qualification(s)**

Master's in Museology. Students who complete a minimum of six modules successfully and do not want to obtain the MA, are awarded with a Diploma in Museology. (This diploma has no legal status in the Netherlands).

**Duration**

18 months.

**Content**

The programme is based on the theoretical and practical experience of students, lecturers and museum staff. The academic development of museology is closely connected with the actual developments in the museum field. At the Reinwardt Academy it is constantly updated and upgraded because all lecturers have a museum background, and direct contact with museums is considered essential. The final stage of the Master's Degree Programme is writing a thesis of at least 10,000 words, which will require about 800 hours.

**Evaluation and assessment**

The final stage of the Master's Degree Programme is writing a thesis of at least 10,000 words, which will require about 800 hours. When the thesis on the research project has been accepted the student is awarded a Master of Arts in Museology, which is recognized by the University of Newcastle upon Tyne.

**Lecturers**

Lecturers are highly qualified international arts managers. Participants come from all over Europe. Training focuses on European/international issues.

**INTERNATIONAL/EUROPEAN DIMENSION**

The Master's Degree Programme benefits from a liaison with the University of Newcastle upon Tyne (UK). Both partners have developed their own programmes, recognize each other's degrees and are working on the interchange of modules. Student and staff exchanges are part of the cooperation and enhance the European dimension of the programmes.

## **AMSU - Amsterdam-Maastricht Summer University**

**PO Box 53066**

**Amsterdam 1007 RB**

**Netherlands**

**Director:** Ms Joanneke Lootsma

**Phone:** +31 20 6200225

**Fax:** +31 20 6249368

**E-mail:** office@amsu.edu

**Web site:** www.amsu.edu

### **Background, orientation and purpose**

The Amsterdam-Maastricht Summer University, established in 1989, provides an alternative learning environment for motivated people. Participants can expect to learn about challenging, contemporary topics in an intensive period shared with international colleagues. By combining the resources and experience of its partner universities and institutions with the informal dynamism of its Programmes, the AMSU harnesses international professional expertise and matches it with inquiring participants through a series of Master classes, workshops and seminars ranging from arts, language, cultural and social studies to science, law, politics and economics. The AMSU draws from a wide selection of partner institutions, from museums to media centres, science foundations to policy consultancies. Lecturers are drawn from the ranks of academics and other professionals in the field. Speakers and participants tap into the latest innovations in their fields and express a strong sense of forward facing, not just of examining the tried and tested formulas of the past. Young professionals are therefore given the opportunity of working in a variety of contexts and circumstances while facing common challenges.

### **Programme(s) and qualification(s)**

Short-term courses in various cultural subjects.

### **Duration**

From 4 days to 2 months.

### **Content**

Different per course.

### **International/European dimension**

Lecturers are highly qualified international arts managers. Participants come from all over Europe.

Training focuses on European/international issues.

### **Evaluation and assessment**

Student performance is evaluated through participation.

### **Lecturers**

The number of teaching personnel is 150, 50 of whom are women. All are visiting.

### **Entry requirements**

Applicants for the management courses should have a university degree. Applicants for the performance courses should have appropriate experience. All participants must send a CV.

### **Student profile**

The courses are intended for professionals in the fields of arts and culture and administrators of arts organisations from the Netherlands and abroad.

### **Number of students admitted**

Current number of students is 25.

### **Course fee**

Varies.

### **Grants or other financial support**

There are scholarships for students from Central and Eastern European countries.

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## **Erasmus Universiteit Rotterdam**

***Faculty of History and Arts  
Burgemester Oudlaan 50  
Postbus 1738  
Rotterdam 3000 DR  
Netherlands***

**Phone:** + 31 010 408 111

**Fax:** + 31 010 4089135

**Web site:** <http://www.fhk.eur.nl/>

### **Programme(s) and qualification(s)**

BA in Arts, Masters in Arts, and courses in Arts Management..

## HKU - Utrecht school of the Arts

**Centre for Arts & Media Management, Sub faculty Arts & Economics**  
**Postbus 1520**  
**Utrecht 3500 BM**  
**Netherlands**

**Phone:** + 31 30 2332256

**Fax:** + 31 30 2332096

**E-mail:** eva.vandermolen@central.hku.nl / paul.vanamerom@central.hku.nl

**Web site:** www.hku.nl

### Background, orientation and purpose

The post-graduate training course, 'Management of Cultural Institutes', started 15 years ago. It aims to educate and promote management within cultural institutions. The main target group is institutional middle managers who require a theoretical background in management.

The MA degree, Master of Art and Media Management in a European Context (MA AMMEC), focuses on students who want to pursue an organisational or policy-related career with a cultural and European dimension. This course was designed within the Utrecht School of the Arts (HKU) and is validated by the London Open University.

### Programme(s) and qualification(s)

BA in Arts & Economics.

MA in Arts & Economics.

Certificate in Management of Cultural Institutes (post-graduate).

MA in AMMAC (arts and media management in a European context).

### Duration

BA in Arts & Economics/4 years (full-time).

MA in Arts & Economics/1 year (full-time).

Certificate in Management of Cultural Institutes (post-graduate)/1 year (part-time).

MA in AMMAC (arts and media management in a European context)/1 year (full-time).

### Content

Certificate in Management of Cultural Institutes:

Programme includes strategic management; financial management; project management; marketing; personal management; writing short thesis.

BA/ MA in Arts & Economics:

Programme includes cultural infrastructure; management & organisation; project management; marketing; strategic management; financial management; one national and one international work placement.

MA in AMMAC:

European cultural projects and ICT; strategic management; management functions; European internship; writing a thesis; research and presentation of a complex case study.

The deadline for applications is 31 January.

### International/European dimension

MA in AMMAC (in English) concentrates on arts management in the European context. The institution is a member of ENCATEC and ELIA.

### Special information

Students in the MA in AMMAC programme make site visits to the European Commission, cultural capitals, etc.



## **Evaluation and assessment**

MA in AMMAC: Student performance is evaluated through examinations, papers, research, a final paper/thesis and practical work/internship.

## **Lecturers**

A small team of staff members is complemented with a large number of guest lecturers who have great experience in the cultural field. The person responsible for the study programme MA in AMMAC is prof. dr. Giep Hagoort.

## **Entry requirements**

BA/ MA in Arts & Economics:

Applicants should have completed HAVO/VWO education.

Certificate in Management Cultural Institutes:

Applicants should have several years of working experience in the field.

MA in AMMAC:

Applicants should have an undergraduate diploma; theoretical management knowledge, internet and word processing.

## **Student profile**

In the post-graduate programme students are middle-managers with significant work experience but no theoretical management background; their average age is around 30-35.

## **Number of students admitted**

The Arts & Economics Programme - 50

Management of Cultural Institutions - 20

MA AMMAC - 25

## **Course fee**

BA / MA in Arts & Economics - approximately EUR 1,500.

Certificate in Management of Cultural Institutions – all modules cost approximately EUR 4,524.

MA AMMAC –15,568 USD

## **Grants or other financial support**

None.

## Hogeschool Inholland

**AMSTE&L - Amsterdam Management School for Tourism and Leisure**  
**Wildenborch 6 / Postbus 261**  
**1112 XB Diemen / 1110 AG Diemen**  
**The Netherlands**

**Director:** Ger Peeters / Heinz-Gerd Roes  
**Phone:** +31 20 495 1521 / 1550 / 1507 (Sec.)  
**Fax:** +31 20 495 1920  
**E-mail:** g.peeters@HSholland.nl / h.g.roes@HSholland.nl  
**Web site:** www.hsholland.nl

### Background, orientation and purpose

For more information, please contact the institution.

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## Rijksuniversiteit Groningen

**Department for Arts Policy and Theatre Studies**  
**Oude Boteringestraat 34 PB 716**  
**Groningen 9700 AS**  
**The Netherlands**

**Director:** Hans van Maanen  
**Phone:** +31 50 363 6101  
**Fax:** +31 50 363 7263  
**E-mail:** kunst@let.rug.nl

### Background, orientation and purpose

For more information, please contact the institution.

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## Tilburg University

**PO Box 90153**  
**5000 LE Tilburg**  
**Netherlands**

**Phone:** + 31 134663159  
**Fax:** + 31 134662370  
**Web site:** <http://www.uvt.nl/faculteiten/>

### Programme(s) and qualification(s)

BA in Art and Culture

## Utrecht School of the Arts – Interfaculty Arts & Economy

**Interfaculty**  
**Lange Viestraat 2b**  
**Postbus 1520**  
**Utrecht 3500BM**  
**Netherlands**

**Contact:** Rien Sprenger, dean of Utrecht School of Arts Education and Jaap Klazema, dean of Utrecht School of Art and Economics

**Phone:** + 31 030 23 32256

**Fax:** + 31 030 2332096

**E-mail:** rien.sprenger@central.hku.nl and jaap.klazema@central.hku.nl

**Web site:** <http://www.hku.nl/studie-en/facifke.html>

### Programme(s) and qualification(s)

- Master of Arts in Art and Media Management in a European Context
- Art & Economics course (Interfaculty)
- Art and Media Management (Interfaculty)
- Entertainment Management (Interfaculty)
- Music Management (Faculty of Music)
- Theatre Management (Faculty of Music)
- Visual Art & Design Management (Faculty of Visual Art & Design).

## Høgskolen i Stavanger/Stavanger College of Higher Education

**Department of Economy, Social and Cultural Studies**  
**Box 8002**  
**4068 Stavanger**  
**Norway**

**Contact person:** Erik FOSSASKARET

**Phone:** + 47 51 83 16 43

**Fax :** + 47 51 83 15 10

**E-mail:** erik.fossaaskaret@oks.his.no

### Programme(s) and qualification(s)

Courses in Cultural Management and Administration

Diploma: The training course delivers a Bachelor Degree.

### Content

The training programme includes:

- communication;
- cultural sociology;
- quantitative and qualitative research methods;
- data processing;
- history of art;
- history of cinema;
- cultural theory;
- cultural management;
- law; and
- public administration.

### Duration

3 years full-time (part-time is also possible).

### Entry requirements

Candidates have to be graduates or undergraduates (at least 3 years at a high educational level) with relevant experience in the cultural sector.

### Fees

EUR 70 / term.

## Telemark University College

**Hallvard Eikas plass  
Bø i Telemark 3800  
Norway**

**Director:** Kristian Hanto  
**Phone:** + 47 35952500  
**Fax:** + 47 35932601  
**E-mail:** kari.stokland@hit.no  
**Web site:** www.hit.no

### Programme(s) and qualification(s)

3-year bachelor studies in Cultural Management.

Undergraduate degree.

Main field(s) of study for the qualification:

This study programme has a workload of 180 ECTS and consists of compulsory and optional subjects.

### Content

Creativity and Communication (10 ECTS),  
Introduction to Cultural Policy (15 ECTS),  
History of Culture and Fine Art (20 ECTS), Cultural Analysis I (15 ECTS),  
Cultural Analysis II (15 ECTS),  
Media Analysis and Communication (15 ECTS),  
Cultural Administration (15 ECTS),  
Management (15 ECTS),  
Project Paper (30 ECTS),  
Upper-level Electives (30 ECTS).

Choice of electives is subject to approval by the programme advisor.

Examples are:

Heritage Management (15 ECTS),  
Fine Art and Promotion (15 ECTS),  
Film and Cinema Administration (15 ECTS),  
Cultural Activities for Children/Youths (15 ECTS),  
Music and Administration (15 ECTS).

### Language(s) of instruction/examination

Norwegian

### Duration

Full-time, 3 years.

Access requirement(s): General study qualifications.

## **Programme requirements**

Successful completion of the programme (180 ECTS) is determined by a variety of mandatory course and elective course assessments throughout the study. These include tests, papers, and written examinations.

This programme provides a theoretical and practical foundation aiming at a holistic understanding of cultural processes and change. Students are prepared for work in the public or private sector, and in combination with other studies, for work in journalism media, education, library, and management.

Grading scale from 1.0-6.0. Highest grade is 1.0. Lowest passing grade is 4.0.

The grading system will be changed as from the autumn term 2003, and the grades will be from A to F. The highest grade will be A, and the lowest passing grade will be E.

## **Fees**

NOK 800,- per semester.

## ICC - International Cultural Centre

**Rynek Główny 25**

**Krakow 31-008**

**Poland**

**Director:** Prof. Jacek Purchla

**Phone:** +48 12 4242811

**Fax:** +48 12 4218571

**E-mail:** secret@mck.krakow.pl / ejpurchl@cyf-kr.edu.pl

**Web site:** www.mck.krakow.pl

### Background, orientation and purpose

The International Cultural Centre was established with an initiative of the Polish Government and inaugurated its work in 1991 during the Conference on Security and Co-operation in Europe in Krakow. Among the reasons for establishing the institution were:

- to initiate Poland's efforts to become a member of the European Union;
- the need to consolidate Poland's position in the international dialogue on aspects of cultural heritage through participation in the work of different international structures and organisations (Europa Nostra, ICOMOS, ICCROM); and
- a desire to take advantage of Krakow and its intellectual potential in Poland's international efforts in the field of culture, notably in the dialogue on cultural heritage and its preservation.

The Centre's activities draw inspiration not only from the universal values of European civilisation but also from the local traditions of Krakow, the cradle of conservators' thinking, a city which holds its cultural heritage in special reverence. As a consequence, the Centre's work focuses on the following issues:

- European heritage and its preservation;
- European identity and Europe's multiculturalism; and
- Contemporary problems of culture, including the management and financing of culture.

The College for New Europe is an educational centre operating as part of the ICC. It organises summer courses and training sessions for students from Europe and United States. The summer school classes are aimed at students and graduates of Polish and foreign universities who are interested in the social and cultural problems of modern Europe, its cultural heritage and its preservation.

### Programme(s) and qualification(s)

Diploma (post-graduate programme) of the Academy of Heritage.

### Duration

Diploma (post-graduate programme) - 2 years.

### Content

The programme is aimed at administrative workers in the field of heritage protection, young scholars, teachers, museum staff and investors. It was developed as an education in the field of protection and management of cultural heritage and covers five problem areas:

1/ Theory of heritage - definition of the notion of heritage and its aspects, historical attitude towards heritage, history of artistic doctrines, study of historical monuments, museology, collection building, culture and heritage, multicultural regions in Europe and their problems, national and international

art, outlooks and religions as elements shaping attitudes towards heritage, intercultural communication, contemporary culture and heritage;

2/ History of European art - outline of European art history focused on central Europe, protected historical monuments and regions in Europe, protected historical monuments and regions in Poland;

3/ Legal aspects of cultural heritage protection, legal codifications in Poland as compared to other countries in Europe, local and international problems connected both with property and the market in objects of art and real estate, the problem of adjusting the legal situation in Poland to the law of the European Union, problems connected with the security of objects of art and historical monuments;

4/ Marketing and management - marketing and management in the field of protection and promotion of cultural heritage, international programmes and aid funds, institutions connected with the management and protection of cultural heritage (UNESCO etc.), public finances, the functioning of public administration, logistics of investment; and

5/ Administrative authority and cultural heritage - concepts and history of the development of regional and local civic authorities, the place of heritage protection in the structure of administrative authorities in Poland and in the European Union.

The lectures are complemented by workshops on conservatory techniques, heritage vs. tourism, making inventories of museum objects, etc.

### **International/European dimension**

In the future, the aim will be to co-operate with neighbouring countries. The institution is a member of ENCATC.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers and a final paper/thesis.

### **Lecturers**

The number of teaching personnel is 6, 3 of whom are women. All are permanent. The person responsible for the study programme is Prof. Janek Purchla.

### **Entry requirements**

A university diploma and general knowledge of heritage protection and management. Good knowledge of a foreign language is also welcome (certificates are needed).

### **Student profile**

Post-graduate students engaged in the protection of cultural heritage (administrators, conservators, teachers). They are from Poland only.

### **Number of students admitted**

25 per course.

### **Course fee**

The course fee is EUR 625/per term

### **Grants or other financial support**

Domestic students can benefit from the grant of General Conservator of Monuments of the Republic of Poland.



# Jagiellonian University

**Faculty of Management and Social Communication**  
**School of Cultural Management**  
**Rynek Gl. 8, Krakow 31-042**  
**Poland**

**Director:** Prof. Emil Orzechowski, PhD  
**Phone:** + 48 12 411 47 84  
**Fax:** + 48 12 422 58 92  
**E-mail:** orzech@adm.uj.edu.pl / m.sternal@wp.pl  
**Web site:** www.uj.edu.pl

## Background, orientation and purpose

The Faculty of Management and Social Communication aims at the fullest response possible to current challenges, at a level reaching the University's traditions and aspirations. Established in 1996, the School of Cultural Management offers a complete university course in cultural management. The programme is run at all university levels - BA, MA, postgraduate, as well as PhD studies.

## Programme(s) and qualification(s)

BA in Cultural Management (full-time and part-time/extramural).  
 MA in Cultural Management (full-time and part-time/extramural).  
 Postgraduate Diploma in Cultural Management (modular) / 10 modules.  
 PhD studies in Cultural Management.  
 E."Ambassador"

## Duration

BA in Cultural Management (full-time and part-time/extramural) / 3 years.  
 MA in Cultural Management (full-time and part-time/extramural) / 2 years.  
 Postgraduate Diploma in Cultural Management (modular) / 10 modules (min. 1 year).  
 PhD studies in Cultural Management / 4 years.  
 E."Ambassador" - 2 hours.

## Content

BA in Cultural Management:

Main subjects include philosophy, ethics, sociology, various aspects of law, economy, management theory, marketing, public relations, project management, cultural policy models, protection of cultural heritage, basics of history and theory of arts - music, theatre, visual arts, literature. There is a practical placement for 1 month in two different institutions. The deadline for applications is May/June every year.

MA in Cultural Management:

Various aspects of economics and law (for non-profit organisations), the marketing and management of culture, economic and legal aspects of European integration, cultural policy and management in European countries, areas of culture. The deadline for applications is May/June every year.

Post-graduate Diploma in Cultural Management:

Examples of modules include cultural policy at the local and regional level; European models of cultural policy; legal aspects of non-profit cultural organisations; the economics of culture; museum and gallery management; and theatre management. The deadline for applications is September every year.

PhD studies in Cultural Management:

Individual academic research within the student's chosen field in cultural policy and management. The deadline for applications is June and September every year.

#### E."Ambassador"

The main objective is to provide the participants with an opportunity to get to know cultural policies and cultural practices of foreign countries (worldwide), as presented by the ambassadors of those countries, residing in Poland.

### International/European dimension

Co-operation with lecturers and institutions from various European countries (Utrecht School of Arts, University of Arts Belgrade, etc.), participation in the mobility programme SOCRATES. The institution is a member of ENCATC.

### Evaluation and assessment

BA in Cultural Management:

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

MA in Cultural Management:

Student performance is evaluated through examinations, papers, research, a final paper/thesis and practical work/internship.

Postgraduate Diploma in Cultural Management:

Student performance is evaluated through research and a final paper/thesis.

### Lecturers

The teaching team includes academic teachers and arts management practitioners. The number of teaching personnel is 72, about half of whom are women. Thirty-two are permanent and 40 are visiting. The persons responsible for the study programme are Prof. Emil Orzechowski, PhD (all programmes) and Anna Lubecka, PhD (E."Ambassador")

### Entry requirements

BA programme:

Applicants should have A-level and must pass an entrance examination.

MA programme:

Applicants should have a BA degree and must pass an entrance examination.

Postgraduate Diploma:

Applicants should have an MA degree and professional experience in the arts/culture field.

PhD studies -

Applicants should have MA degree, preferably in an arts/culture related subject.

E."Ambassador"

Applicants should preferably have an MA degree in an arts/culture related subject.

### Student profile

Undergraduate and graduate students (19-24 years old), postgraduate and PhD students - arts management practitioners, local government officials, artists etc. Students are from Poland only.

### Number of students admitted

BA/MA - 40 / yr.; Postgraduate Diploma - 20 / yr.; PhD - 6 / yr.; E. "Ambassador" - 50-60.

### Course fee

BA and MA full-time studies - none.

BA and MA part-time - 4,000 zł/year = EUR 1,100.

Postgraduate Diploma - 3,000 zł/course consisting of 10 modules = EUR 850.

E."Ambassador" - none.

### Grants or other financial support

Students coming from Eastern Europe countries may apply for a grant towards tuition fees. Participants in the Post-graduate Diploma programme are sometimes supported by their employers. A Jagiellonian University scholarship is available to the most successful participants in the PhD programme.

## MISTIA - Malopolska Institute of Local Government and Administration

**Education Department, Project and Programme Department**  
**73a, Szlak Street**  
**Cracow 31-153**  
**Poland**

**Director:** Krzysztof Lipski  
**Phone:** +0103312 633-51-54/633-98-00  
**Fax:** +0103312 633-51-54/633-98-00

### Background, orientation and purpose

The Malopolska Institute of Local Government and Administration was jointly founded by the President of the Cracow Region and the Foundation in Support of Local Democracy (FRDL) on 1 January 1991. Its mission is to support and promote individuals, organisations and groups actively participating in the development of civil society and the state.

#### EDUCATION DEPARTMENT

The Department operates in the field of education in its widest sense: It aims at improving the skills of local administration employees, entrepreneurs and local leaders. The Department employs highly qualified and creative professionals who specialise in devising training schemes for local and state administration, for small and medium enterprises and NGOs. Every year, our Department offers a wide choice of training modules. It has an ongoing partnership with some 150 experts and specialists in many fields, including staff working in higher education institutions in Cracow, individuals with a rich experience in central and local institutions, and respected personalities in public life. Its main activities include:

- development and implementation of training sessions, seminars, workshops and courses, either in the Department or on the customers' premises (in municipal and provincial offices and institutions in municipalities and provinces of Malopolska);
- organisation of regional, national and international meetings and conferences;
- lobbying for the furtherance of civil society and the state;
- supporting the integration of local groups through forums with clubs and associations of 600 members or more; and
- preparation and realisation of study tours for representatives of local government, student representatives and local leaders from Central, Eastern and Southern Europe.

For many years the Education Department has been involved in educational and information activities in connection with Poland's accession to the European Union.

#### PROJECT AND PROGRAMME DEPARTMENT

Employees of the Project and Programme Department implement projects supporting the activities of local government, small and medium enterprises and NGOs. Its main activities include:

- implementing partnership programmes for local development, such as short- and long-term management and strategic planning in municipalities and poviats (units of local administration);
- development and improvement of small-to-medium enterprises;
- conducting inter-sector co-operation programmes (public administration, NGOs and local business);
- advisory and training services for public administration, representatives of NGOs and business in the following fields: public information, public relations, management, strategic planning, project management, personnel management, finance management, TQM;
- supporting implementation of budgets and development of long-term investment plans in municipalities and poviats;

- supporting civil initiatives and organisations; and
- research and analysis for public and non-governmental sectors.

### **Programme(s) and qualification(s)**

**Until the end of December 2002:** PR in local government administration and public institutions – conference.

Local media - journalism workshops for representatives of local media.

The network PR in local government administration.

Program on the implementation of electronic information and promotion of “Wrota Malopolski”

Internal and external PR in gmina and powiat (county) (local and regional level)

**May 2002 - April 2003:** Interpretation of culture heritage and its understanding in the wider context (relics, cultural institutions, scientific and creative activity, publicity, artistic education, scientific institutions, etc.). Evaluation of cultural quality.

Creation of tourist products based on local elements of cultural heritage.

Establishment of regionally-focused education (derived from the landscape, nature, history, ethnologic evidence).

Cooperation between gminas and powiats (local and regional self-governments).

Creation of a regional information system (networks, visual system, creation of information centres)

Reinvigoration and creation of local symbolism (coats of arms, symbols, local government insignia)

Creation of institutions of protected cultural heritage (museums, galleries, memory archives, etc.)

Local heroes and important events - promotional activities.

Organising cultural events inspired by local legends, “wonderful” places, events known from history; bequeathing events to following generations.

Local government responsibility for relics/heritage sites in the light of the current legislation.

Partnerships in the protection of the cultural heritage (museums, conservation services, local organisations, for instance socio-cultural associations); Polish and European organisations.

## NCC - National Cultural Centre

**Department of Training and Cultural Education**  
**Ul. Krakowskie Przedmieście 21/23**  
**Warsaw 00-071**  
**Poland**

**Director:** Bernard Schüle (President)

**Phone:** +48 22 8262117

**Fax:** +48 22 8260662

### Background, orientation and purpose

The National Cultural Centre was established in 2002 by combining three public institutions; the largest of these, the Centre for the Animation of Culture, was established in 1950. The main objectives of the new institution are:

- to promote the national heritage as an element within European cultural heritage;
- to develop a concept of culture as a topic in its own right, which is a factor in socioeconomic development and civic education;
- to inspire cultural movements and active participation in the culture of local communities;
- to gather and spread information about culture; and
- to acquire non-budgetary financial resources from local and foreign funds.

### Programme(s) and qualification(s)

Courses in Skill Improvement for Culture Animators (approximately 100 events per year).

### Duration

From 3 days to 2 years

### Content

The courses and events provide skill improvement in the following fields: music, fine arts, theatre, media, dance, therapy through art (for the disabled), game pedagogy and cultural marketing.

### Evaluation and assessment

Student performance is evaluated through participation and practical work/internship.

### Lecturers

Teaching is provided by lecturers and teachers from outside the Centre, whose connection with the Centre varies in permanence depending on subject.

### Entry requirements

Some of the courses require a professional/educational background, but most do not.

### Student profile

Students are from Poland. Foreigners rarely participate.

### Number of students admitted

Average 30 participants per course.

### Course fee

Varies from 50 to 250 USD.

### Grants or other financial support

None.

## SGH - Warsaw School of Economics

**Collegium of World Economy**

**Al. Niepodleglosci 164**

**Warsaw 02-554**

**Poland**

**Director:** Professor Marek Rocki (Rector of the SGH), Professor Adam Budnikowski (The Dean of the Collegium of World Economy).

**Phone:** +48 22 337 93 50/49

**Fax:** +48 22 646 61 15

**Web site:** [www.sgh.waw.pl/kgs/](http://www.sgh.waw.pl/kgs/)

### Background, orientation and purpose

The Warsaw School of Economics (Szkola Glówna Handlowa or SGH), established in 1906, is the leading, and the oldest, public educational institution for economics in Poland. Its educational, scientific and research activities combine with the development of modern Polish economic and social thinking as well as the establishment of educational and ethical values.

In accomplishing its mission, the School applies its finest traditions to today's tasks and tomorrow's challenges, providing the inspiration for economic transformation.

#### PRINCIPAL VALUES

The guiding principles of the School are: truth, a respect for knowledge, and probity in its dissemination. SGH is guided in its research work by the quest for truth and the resulting scientific progress and social benefits. The training encompasses the discovery of the latest world-class information, the formation of proper work habits, and the development of entrepreneurship together with responsibility regarding society at large.

#### ESSENTIAL MISSION ELEMENTS

##### EDUCATION

The Warsaw School of Economics is a higher academic institution whose aims are teaching and education. The School provides education in the fields of Economic and Social Sciences. It prepares cadres of highly qualified economic analysts and leaders capable of independently determining, examining and solving economic problems. Their knowledge ensures that they not only propose solutions, but also anticipate future threats and create the changes needed to meet them successfully. The School inculcates its students with the ideals of community service and professional responsibility. It creates and promotes professional ethical principles for economists. SGH alumni belong to the nation's business and political elite.

SGH offers courses of study at the licentiate, master's and doctorate levels. Full-time and part-time studies achieve the same academic standards.

The institution provides additional types of courses to meet economic demands, including post-graduate studies and courses for those who wish to expand their professional knowledge.

##### RESEARCH

Research is rooted in the School's traditions. The intellectual potential of its staff, the library collection and the academic work facilities combine to make possible the honourable continuation of this tradition. The mutual influence of research and economic life stimulates the School's development, while helping it fulfil its social objectives and contributing to the development and integration of learning.

## COMMUNITY SERVICE

Since its founding, SGH has demonstrated sensitivity to the problems of public life. By responding to present day needs, the School more easily establishes ties with institutions in the surrounding community. These include: universities and other academic institutions, local government and economic institutions, community and professional associations, creative associations, the Civil Service, alumni living in Poland and abroad, as well as luminaries and institutions from the fields of economics, culture and politics.

Developing these ties allows the School to fulfil its function as a centre of expertise for the surrounding community. It also permits the School to transform and adapt its activities to better meet the changing needs of the community it serves. It thus becomes a centre for creating cultural models and disseminating values.

## DISTINCTIONS OF SGH

A tradition, continuing over 90 years, of creating and propagating knowledge about economy and society.

An academic environment in which research results become part of the teaching process. A general knowledge which allows global economic and social processes to be understood is viewed as fundamental in educating economists and business managers, the future strategists of the national economy. Practical knowledge is considered an essential supplement to a theoretical education.

Co-operation with the public sector in the areas of research and economic studies as well as established ties with the private sector.

The highest academic standards, attracting the most talented young people, achieved thanks to the intellectual potential of the faculty, the material resources possessed, and constantly ongoing improvement in teaching methodology.

The internationalisation of the education process, resulting from the adaptation of the School's curriculum to international standards, which aims to make it possible for graduates to find positions in world markets.

Promotion of the service role of economists regarding society and the economy. That is to say, their involvement in the process of gathering information and using it effectively, as well as taking responsibility for decision-making.

Propagation of the new ethic of economic activity.

There are five Collegia at the Warsaw School of Economics:

The Collegium of Economic Analysis;

The Collegium of Socio-Economic Policy;

The Collegium of World Economy;

The Collegium of Business Administration;

The Collegium of Management and Finance.

Each Collegium carries out research projects, teaching activities, faculty-member development programmes and international exchange programmes.

## Programme(s) and qualification(s)

Postgraduate studies programme for culture managers.

### Duration

1 academic year.

### Content

The main objectives of the programme are the economic and legal aspects of culture-related undertakings.

### Special information

As special events related to the programme, there are meetings and seminars with guests from abroad, i.e. from Germany, together with workshops and seminars with public bodies.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work and workshops.

### **Lecturers**

The number of teaching personnel is 860. The person responsible for the study programme is Teresa Dudzik (PhD).

### **Entry requirements**

Applicants should have a university degree.

### **Student profile**

Students are from Poland only.

### **Number of students admitted**

The current number of students is 40.

### **Course fee**

1200 USD for the whole academic year.

### **Grants or other financial support**

None.



## PORTUGAL

### Administration Nacional Institute

***Palacio do marques de Pombal***

***27800 Oieras***

***Portugal***

**Contact person:** Frausto Da Silva

**Phone:** +351 1 441 32 31/56 19

**Fax:** +351 1 443 27 55

**E-mail:** info@cnc.pt

### Programme(s) and qualification(s)

Training Programmes in Arts Administration – Management and Cooperation in Multicultural Context.

### Duration

Varies with each course.

### Content

The training includes:

- Cultural Management;
- Marketing;
- Culture and Media;
- Law;
- Economy and Culture;
- Contemporary Art; and
- Cultural Policies in Portugal and Europe.

### Student profile

Candidates should be holders of a degree in history of art, administration, economy or law.

### More information

Students must undertake a personal project in the field of cultural management.

## Centro Nacional de Cultura

***Rua Antonio Maria Cardoso 68  
Lisboa 1249-101, Portugal***

Contact person: Maria Calado

**Phone:** +351 1 346 67 22

**Fax:** +351 1 342 85 50

**E-mail:** info@cnc.pt

### Programme(s) and qualification(s)

Seminars and internships in cultural administration. At the end of the course, a certificate is given.

### Duration

Depends on the course.

### European Dimension

Cooperation with European cultural institutions in France, Greece and Spain.

### Student profile

Most of the students come from university.

### More information

The institutions welcomes Portuguese and foreign students, who develop their own project and participate in the courses and activities organised. Many courses are on the development of new technologies in cultural management.

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## Instituto Piaget

***Escola Superior de Educaçao Jean Piaget/Almada  
Quinta da Arreilena de Cima (Centro Sud)  
Almada, Portugal***

**Contact person:** José Pedro Cabrera

**Phone:** +351 212 946 250

**Fax:** +351 212 941 584

**E-mail:** caalmada@ipiaget.pt

**Website:** <http://www.ipiaget.org/cursos/piaget.htm>

### Programme(s) and qualification(s)

-BA in Socio-Cultural Animation

-Degree in Communication Sciences and intercultural development.

### Duration

3 years for a BA / 4 years for the degree in communication sciences.

### European Dimension

Cooperation with European cultural institutions in France, Greece and Spain.

## **INDEG / Business School ISCTE**

***Av. Prof. Anibal Bettencourt  
Lisboa 1600-189  
Portugal***

**Director:** Catarina Vaz Pinto

**Phone:** +351 21 782 6100

**Fax:** +351 21 793 87 09

**E-mail:** indeg@indeg.iscte.pt / catarinavp@quaternaire.pt

**Web site:** [www.indeg.org](http://www.indeg.org)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Post-graduate degree in Cultural Management in the Cities.

## Black Sea University Foundation (BSUF)

**50, Primaverii Blvd, Sector 1  
Bucharest 1, 71 297  
Romania**

**Director:** Alexandru Tanase

**Phone:** +40 1 222 4118

**Fax:** +40 1 222 4118

**E-mail:** bseau@rnc.ro

**Web site:** <http://lab2-23k.ici.ro/bsu>

### Background, orientation and purpose

For more information, please contact the institution.

## CTCEMC - Centre for Training, Continuing Education and Management in Culture

**Calea Dorobantilor 99A, sector 1  
Bucuresti 712231  
Romania**

**Director:** Mircea Dumitrescu

**Phone:** +401-230 08 37; +401-230 21 94

**Fax:** +401-230 21 94

### Background, orientation and purpose

The CTCEMC provides alternative training programmes for national, regional and local cultural institutions such as museums, libraries, cultural clubs, regional directorates for culture and heritage, NGOs and private foundations. It offers courses on legislation regarding national cultural heritage (registration, preservation, monitoring and evaluation), art history, cultural anthropology, archaeology and contemporary history, ethnology and oral history, continuing education and training for trainers, cultural management and marketing, communication skills and methods, the use of PC software and setting up data banks. Participants receive diplomas that are recognised all over the country (translators get certificates recognised by the Ministry of Justice).

The CTCEMC draws from a rich array of institutional partners, from museums to libraries, from conservation laboratories to policy consultants. Its lecturers are drawn not only from academic ranks, but also from experts from the Ministry of Culture and museum specialists, from parliamentary commissions on culture, media centres and professional organisations. The programme in Basic Training for Librarians started in 2001.

### Programme(s) and qualification(s)

Basic Training for Librarians leading to a diploma.

#### Duration

2 weeks.

#### Content

The curriculum is designed to transmit the elementary knowledge needed for good professional practice; use modern methods of learning which can, inter alia, change attitudes towards the handling of information, and protect and add prominence to the national cultural heritage. The main fields of training are cultural policy and cultural management. Lectures are given in Romanian and English.

### International/European dimension

The institution is a member of such international bodies as ICOM and ENCATC.

### Special information

The institution offers also symposiums, round-tables and sessions on different topics.

### Evaluation and assessment

Evaluation of the students is made through research, a final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 180, 70 of whom are women. Ten of the total number are permanent staff, and 170 are visiting. The person responsible for the course is Silvia Nestorescu.

### Entry requirements

Applicants should have a university degree.

**Student profile**

They all hold an university degree.

**Number of students admitted**

25. At the moment there are no international students in the programme.

**Course fee**

75 USD.

**Grants or other financial support**

None.

## RUSSIA

## Charity Foundation for the Support and Development of Art-therapy Programmes "In Search of Harmony"

**Art-therapy studies**  
**2, Tchaikovskogo Str., Apt.295**  
**St. Petersburg 191187**  
**Russia**

**Director:** Dr Natalia Martsinkevich

**Phone:** + 7 812 318 1680

**Fax:** + 7 812 314 4153

### Background, orientation and purpose

The Charity Foundation for the Support and Development of Art-therapy programmes, 'In Search of Harmony', was established in St. Petersburg in June 1997 as a public non-profit organisation. The Foundation was set up by specialists who work in the field of social, psychological and creative rehabilitation of people who are socially isolated to a major extent due to their specific physical and psychological problems. It co-operates closely with international, national and local educational institutions and art centres.

The Foundation's aims are to assist with professional training and refresher courses in art therapy; to form a network of organisations and specialists dealing with socio-cultural projects in Russia; and to assist with providing psychological help and support by art therapy methods to disabled people.

### Programme(s) and qualification(s)

#### Programme I

Objective: To participate in the professional training of specialists in the field of art therapy, develop and implement new forms of art therapy, and re-train cultural workers.

#### Programme II

Objective: To develop and appraise the working model of permanent creative workshops that would integrate different social groups in the creative process, such as adults and children, the healthy and handicapped, established artists, musicians and actors.

#### Programme III

Objective: To support the art therapy work of specialists and enhance aid to children with serious communication problems (children's autism).

#### Programme IV

Objective: To promote art therapy as a method of psychological work employing the potential of art; to define its position in modern systems of psycho-pedagogical, psychotherapeutic and rehabilitation measures.

#### Programme V

Interregional Art-therapy Resource Centre "Open Studio"

#### Programme VI

Cultural project as a catalyst of social changes (training of art-therapy and art management for curators as a tool of social change through the arts).

## Duration

All programmes - from 2 week up to several years

## Content

### Programme I

- An interdisciplinary seminar on the problems of art therapy hosted by the Scientific and Practical Centre for Museum Pedagogy at the State Russian Museum. The sharing of diverse experiences, the peculiarity and disputability of some approaches to the problems of art-therapy, and the continuity of the audience, benefit many representatives of the caring professions participating in the seminar. In general, most specialists experience a hunger for deeper knowledge and enhanced skills to conduct art therapy work.

- A training course "Art therapy in education, psychological counselling and culture". So far, 30 specialists have undergone training in applying art therapy techniques in their work in museum pedagogy and education departments of art museums, centres of psychological aid, in specialised and ordinary secondary schools in St. Petersburg and other regions of Russia (e.g. North-western Region, Volga Area, Siberia).

There are also seminars, training courses and workshops as part of an annual international conference entitled "Exploration of creativity", co-hosted by the "Harmony" Institute of Psychotherapy and Counselling.

### Programme II

- Within the framework of this programme, "In Search of Harmony" co-operates with various artistic associations, such as "Ozerki" Creative Association, the "Free Culture" Association, the "New Blockheads" Association, etc.

The following events have been held:

- An art therapy exhibition under the title, "A Drawing Cannot Be Wrong" and seminars for representatives of the caring professions.

- A socio-cultural forum, "From Monologue to Dialogue", which included creative workshops, an exhibition of artwork; this exhibition visited hospitals, orphanages, and sheltered housing where people find themselves in isolated conditions.

- A landscape project entitled "The House of Seven Winds" (we built a house in the artists' village) which drew the attention of the local community to the unique potential of the Shuvalovo-Ozerki district and its peculiar feature - a municipal project called "The Artists' Village" aimed at creating an aesthetic environment.

### Programme III

- "Bridge Across the Abyss" - a unique programme jointly developed by the Institute of Psychotherapy and Counselling "Harmony" and the Charity Foundation (movement-, art-, and music therapy).

- "The child with communication problems - language of communication"; - a joint Russian-Swedish seminar, one of whose tasks is the training of experts in the sphere of non-verbal communication with children suffering from severe psychological disorders.

### Programme IV

- Extensive publishing and exhibition activities. The Foundation possesses a rich collection of artwork that has been displayed at such exhibitions as "A drawing cannot be wrong", "With Different Eyes", "Art at One's Fingertips", "Snail's Labyrinth on the Slope", "Art that Forgets Its Name", etc.

- After projects have been implemented, booklets have been published and documentaries made to reflect not only the Foundation's basic ideology, but also to provide empirical descriptions of the art-therapy process. The Russian translation of "The Secret World of Drawings", a book by Dr Gregg Furth, an American analyst, was published in 2001. The first interactive book on the history of art for children entitled "The Snail's Travel" was published in 2001.



#### Programme V

-Within the framework of the programme the following projects have been implemented:

- "Exploring the Cultural Landscape: Images That Unite Mankind" - a joint Russian-British project that includes exhibitions and workshops for specialists (State Russian Museum, St. Petersburg - "The Studio Upstairs", London, 1999-2000).
- The socio-cultural project, "Traveller's Tales", jointly implemented with "Project Ability" (Glasgow, Scotland), 2001-2002.

The Open Studio opened its doors in St. Petersburg in 2001; its work incorporates creative workshops, training seminars, supervising the participation of foreign art- therapy experts, extensive co-operation with regional partners in developing new techniques of structuring an integrated artistic process. The use of a powerful potential of art that plays in this case the role of "existential support" helps one to recognise oneself and others better, form new relations and finally, develop more humane relations within society.

### **International/European dimension**

Though all students and long-term teachers are Russian, some materials used for instruction derive from Europe and are thus focused on contemporary European methods. European experts often participate in short-term seminars, supervision, etc. Several workshops were conducted by the Charity Foundation in the UK and Italy. The institution is an associate member of ENCATC.

### **Evaluation and assessment**

The programmes are assessed by both national and international supervising experts.

### **Lecturers**

All trainers have degrees in both psychology and arts.

### **Entry requirements**

For every programme the student should have a degree in psychology, pedagogy or the arts.

### **Student profile**

Students range in age from 20 to 35. They are students of recent courses in the pedagogical and psychological faculties; practising psychologists; museum associates and managers, musical teachers; teachers of arts from schools and gymnasiums; specialised teachers and therapists working with disabled people; or artists, musicians, actors motivated to investigate new forms of creativity (creative interactions).

### **Number of students admitted**

20-30 students per course.

### **Course fee**

None.

### **Grants or other financial support**

Grants received from the 'Open Society' Institute (programmes in education, culture and civil society), from the Gagarin Fund, Know How Foundation, and Contest in Memory of Mother Theresa.

## **INTERSTUDIO - Institute for Professional Development in Culture**

**22, Sadovaya Str., Pushkin  
St. Petersburg 196600  
Russia**

**Director:** Elena Levshina / Maria A. Naimark

**Phone:** +7 812 271 6501

**Fax:** +7 812 271 6501

**E-mail:** [interstudio@ata.neva.ru](mailto:interstudio@ata.neva.ru)

**Web site:** [www. ata.neva.ru](http://www.ata.neva.ru)

### **Background, orientation and purpose**

For more information, please contact the institution.

## IPC - Institute for Cultural Programmes

***Continuing Education***  
***8 Rubinstein St.***  
***St. Petersburg 191025***  
***Russia***

**Director:** Andrei Zonin  
**Phone:** + 7 812 312 95 72  
**Fax:** + 7 812 219 65 98  
**E-mail:** Develop@icp.sp.ru / edu@icp.sp.ru  
**Web site:** www.300.spb.ru

### Background, orientation and purpose

The St. Petersburg Institute for Cultural Programmes (ICP) was established in 1993 by the Committee for Culture of the St. Petersburg Administration in response to a popular demand for cultural information and education. The Institute is a non-profit organisation which receives its funding from the city budget as well as federal and international grants.

The educational activities of the Institute for Cultural Programmes are directed toward the preparation of highly qualified specialists to meet a rising demand in the rapidly growing economic sector of culture, arts and tourism. The Institute annually organises continuing education courses for around 400-500 specialists working in museums and libraries, theatres, and cinema, and concert organisations. It also provides information services, public relations assistance, and educational courses in a wide range of subjects.

The Institute's primary mission is the formation and development of a cultural infrastructure with the goal of supporting public policy in the sphere of culture and the arts.

To this end, the Institute actively seeks partnerships with Russian and foreign government, as well as with cultural and business organisations, to create and sustain local, regional, national, and international cultural programmes. The Institute works in the fields of information and continuing education, providing assistance in the sphere of professional communication and public relations.

### Programme(s) and qualification(s)

Continuing education on arts management for St. Petersburg state arts institutions.  
 Computer literacy and foreign language courses.  
 Professional training.

### Duration

Continuing education on arts management for St. Petersburg state arts institutions - max. 3 months.  
 Computer literacy and foreign language courses/Professional training - max. 6 months.

### Content

Continuing education on arts management for St. Petersburg state arts institutions:

The aim of the courses is to introduce cultural employees to new developments in their respective fields, and to highlight major trends in arts management. Courses are taught on a part-time work-release basis. Participants cover each aspect of their job description, though courses will invariably include theoretical, case-study, practical and economic training. Alongside this, participants also receive tuition in IT and in one foreign language.

Computer literacy and foreign language courses:

The main objective is to provide people the means of developing their work, careers and so forth with computer and foreign language skills.

Professional training:

The main objective is to prepare highly qualified specialists to meet the rising demand in the rapidly growing economic sector of culture, the arts, and tourism by providing new qualifications for roles such as public relations manager, city tour guide, interior designer, etc.

### **International/European dimension**

Though all students and long-term teachers are Russian, the materials used for instruction derive from Europe and are thus focussed on contemporary European methods. European experts often participate in short-term seminars etc. No exchange programmes are currently in operation. The institution is a member of ENCATC.

### **Evaluation and assessment**

Continuing education on arts management for St. Petersburg state arts institutions:

Student performance is evaluated through participation in the programme.

Computer literacy and foreign language courses / professional training:

Student performance is evaluated through examinations and papers.

### **Lecturers**

Trainers are usually from universities in St Petersburg, and work together with local and foreign arts management professionals and experts. The number of teaching personnel is 70, most of whom are women. The Continuing Education Centre works with teaching personnel on a visiting basis, inviting them for each specific programme. The person responsible for the study programmes is Nadejda Shklenikene.

### **Entry requirements**

Continuing education on arts management for St. Petersburg state arts institutions:

No higher educational qualification is required, though the student should have been working in arts management for at least five years.

Computer literacy and foreign language courses / professional training:

None.

### **Student profile**

More often than not the students have been through higher education. Students are generally older than 30, and the majority are female. They are mostly from Russia.

### **Number of students admitted**

Continuing education on arts management for St. Petersburg state arts institutions - Each group contains around 20 people.

Computer literacy and foreign language courses - over 300 per year.

Professional training - over 250 per year.

### **Course fee**

There are no course tuition fees for the arts management courses. For computer literacy courses the fees range from about 25 to 50 USD, and for foreign language courses, from about 45 to 141 USD. For professional training, fees range from about 94 to 234 USD.

### **Grants or other financial support**

Since the ICP is not a university, students cannot receive grants.

## Moscow School of Social and Economic Sciences

**Faculty of Cultural Management**  
**Vernadsky Prospect 82/2**  
**Moscow 117571**  
**Russia**

**Director:** Sergey Zuev / Alina Zhidovlenkova

**Phone:** +7 095 434 7282 / 433 2505

**Fax:** +7 095 434 7547

**E-mail:** s.zuev@msses.ru / alina@msses.ru

**Web site:** www.msses.ru

### Background, orientation and purpose

For more information, please contact the institution.

## **Producers Centre ArtProfi at the Russian Academy of Theatre Arts**

**M. Kislovsky 6**  
**Moscow 103009**  
**Russia**

**Director:** Evgueni Dukov  
**Phone:** +7 95 9280996

### **Background, orientation and purpose**

The ArtProfi was established in 1995 as a training centre for students in the Producers and Actors faculties of the Russian Academy of Theatre Arts. The ArtProfi has organised festivals of independent theatre at Moscow "Galerka", including theatre and concert performances. In 1996 and 1998 an International Summer school for Young Producers was organised, known as "NEW GENERATION". Since 1998 the ArtProfi has offered training and consultancy for young professionals in theatre and concert management throughout Russia.

### **Programme(s) and qualification(s)**

Seminars in arts management (for post-graduates).

### **Duration**

3-12 days.

### **Content**

Seminars concentrate mainly on business planning, fundraising, management of performing arts and financial management. The subjects of training are the result of the requirements of the students; for example, "Corporate management in cultural organisations" (case study), "Marketing and fundraising on depressed regions", etc.

### **International/European dimension**

The ArtProfi has co-operation with some institutions in Bulgaria, Serbia and Montenegro and also exchange programmes for students. The institution is a member of ENCATC.

### **Evaluation and assessment**

In-house assessment.

### **Lecturers**

The institution has Russian and international lecturers: J-P. Deru, M. Dragecevic-Sesic, L. Varbanova, B. Martin, J. Knopper, L. Pot, E. Ignatieva, M. Andrejkina, and E. Doukov. The person responsible for the programme is Evgueni Dukov.

### **Entry requirements**

Formal requirements are a postgraduate diploma, together with working experience in any performing arts organisation.

### **Student profile**

The age of the students varies from 25 to 55 and around a quarter the student body is international.

### **Number of students admitted**

From 15 to 50 students per course.

### **Course fee**

Fee - not always, but if there is one, it can range from 1,700 to 4,328 Rubles (EU 68 – 175).

### **Grants or other financial support**

Domestic students can benefit from the state, organisations and international funds (e.g. SOROS).

International students can apply for grants from international funds.

## **RATI - Russian Academy of Theatre Art**

**Producers' Faculty**

**Maly Kislovsky 6**

**Moscow 10300**

**Russia**

**Director:** Mrs Marina Yu. Khmel'nitskaya

**Phone:** + 7 95 290 57 08 / + 7 95 290 04 11

**Fax:** + 7 95 290 05 97/+ 7 95 291 08 16

**E-mail:** producer@pol.ru

**Web site:** www.gitis.net

### **Background, orientation and purpose**

The Russian Academy of Theatre Art was founded in 1878. It was renamed a number of times but became internationally famous as GITIS. The first attempt to establish "the faculty of managers" took place in 1931 but that was a very hard historical period for Russia and the faculty was closed in 1939. It was re-founded in 1974 when Youri Orlov came to GITIS to start a new Programme. It was based on the idea of a new type of education which would shape highly qualified specialists - managers of a wide variety, embracing theatre, show business and circus. Today the faculty runs Programmes in "Managing Stage Arts". It combines an academic education in culture, art and theatre art (especially theoretical economy and management) with a rigorous practical element. Each year the students have a month of work experience in the best theatre and concert companies of Moscow, later spending 6 months in theatres.

### **Programme(s) and qualification(s)**

Management of Stage Arts (full-time).

### **Duration**

5 years.

### **Content**

The Management of Stage Arts offers qualifications in different professions in the stage arts such as manager of stage arts, theoretician of theatre art, and producer. The main training modules are: Humanities, social and economic disciplines; professional disciplines (e.g. marketing performing arts, history of theatre management in Russia, economics of culture, etc.); specialised disciplines (e.g. theatre law system in Russia, staff management, financial management in theatre, etc.). The course language is Russian. The deadline for the applications is 30 June.

### **International/European dimension**

The Programme has student exchange co-operation with European and Canadian cultural institutions. The institution is a member of ENCATC.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers and a final paper/thesis.

### **Lecturers**

Among the professors of the faculty there are experts in culture, art, sociology, economics and management, and in practical management and production. The number of teaching personnel is 26, 12 of which are women. The person responsible for the study programme is Prof. Youri Orlov, Dr Sc (Arts).



### **Entry requirements**

A secondary school diploma and entrance examinations. Applicants for the “distance learning” course (who come to Moscow two times a year for two months of study in the city, and carry out directed-study for the rest of the year) should have recommendations from theatrical or concert companies, or be employees of such companies.

### **Student profile**

Students are from Russia and abroad.

### **Number of students admitted**

15-19 students per course.

### **Course fee**

Approximately 3,000 USD per year for the full course.

### **Grants or other financial support**

Domestic students can apply to regional authorities or independent foundations for support.

## St. Petersburg State Theatre Arts Academy (SPSTAA)

**Theatre Management Department**

**Ul. Mokhovaya, 34**

**St Petersburg 191 028**

**Russia**

**Director:** Rector Professor Lev G. Sundstrem (simultaneously the head of Theatre Management Department). The vice-head of the Theatre Management Department is Assistant Professor Lyudmila A. Sazonova.

**Phone:** +7 (812) 273 15 81 rector /+7 (812) 272 17 89 international department /  
+7 (812) 273 13 42 theatre management department

**Fax:** +7 (812) 272 17 89

### Background, orientation and purpose

The Academy trains new kinds of specialists – equipping them to work in the new socio-economical situation resulting from the transition to market economics –who can work in all kinds of cultural organisations (state, public, non-profit, private, etc.).

### Programme(s) and qualification(s)

Candidate of Arts in Performing Arts Manager programme.

### Duration

5 years.

### Content

To train specialists in cultural management for all kinds of performing arts organisations. The main fields studied are cultural management and arts management. The programme starts every year.

### International/European dimension

The institution is a member of ELIA and ENCATC.

### Special information

There are internship in theatres and concert organisations for full-time students, and special conferences and seminars for all students.

### Evaluation and assessment

Evaluation of students is made through examinations, papers, a final paper and thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 16, 11 of whom are women. Twelve are permanent and 4 are visiting lecturers. The person responsible for the Performing Arts Manager programme is Rector Professor Lev G. Sundstrem.

### Entry requirements

Applicants should have a secondary school certificate.

### Student profile

There are 112 full-time students and 169 part-time students; two are foreigners. The students are mainly local and from the region.

### Number of students admitted

20 to 22 per year.

### **Course fee**

About 90 percent of the Russian students are taught free of charge.

Russian citizens - 1,100 USD per year (full-time) / 460 USD per year (part time).

International - 3,500 USD per year

### **Grants or other financial support**

The institution awards 200 rubles (about 6 USD) monthly for those who have passed exams with "excellent" and "good" grades.

## SERBIA AND MONTENEGRO

### University of Arts in Belgrade

***Centre for continuing professional development in culture, arts and media***

***University of Arts***

***Kosancicev venac 29***

***Belgrade 11 000***

***Serbia and Montenegro***

**Director:** Professor Goran Pekovic, M.A.

**Phone:** +381 11 624 281

**Fax:** +381 11 624 281

**E-mail:** cpouu@afrodita.rcub.bg.ac.yu

**Web site:** www.arts.bg.ac.yu

### Background, orientation and purpose

The University of Arts Belgrade was established in 1953. The Centre for continuing professional development in culture, arts and media was established by the University of Arts in February 2001. Its aim is to develop retraining and lifelong learning programmes for cultural and media administrators, teachers and students, by organising seminars, conferences, training courses, etc.

Within the framework of its Interdisciplinary postgraduate studies, and in cooperation with UNESCO, University of Arts Belgrade has introduced a new training programme, Studies of Interculturalism, Art Management and Mediation on the Balkans. More information on UABs Interdisciplinary postgraduate studies is available on-line.

### Programme(s) and qualification(s)

Studies of Interculturalism, Art Management and Mediation on the Balkans.

Strategic Management of Cultural Centres - 2 and 3.

Organisational development and capacity building of the National Theatre Kikinda .

Management, Marketing and PR of the independent media in Serbia.

### Duration

Studies of Interculturalism, Art Management and Mediation on the Balkans - 2 years.

Strategic Management of Cultural Centres - 2 years.

Organisational development and capacity building of the National Theatre Kikinda - 3 months.

Management, Marketing and PR of the independent media in Serbia - 5 days.

### Content

Studies of Interculturalism, Art Management and Mediation on the Balkans:

The studies are planned as a set of specialised MA courses or training in the fields of cultural policies, cultural identity and arts management, and of communication and media, with a specific emphasis on the region of South Eastern Europe as a complex cultural entity. Studies of Interculturalism, Art Management and Mediation on the Balkans treats the culture from various points of view.

This type of study - which includes an intercultural approach to the theatre, cinema, visual arts, arts management and marketing - will enrich the regional cultural scene with young professionals and leaders in all these fields, who will in turn foster the emergence of distinct cultural identities as they simultaneously integrate a variety of cultural traditions from the Balkans and their own countries.

Strategic Management of Cultural Centres - 2 and 3:

A two-year course concentrating on three basic goals:

- Redefining the mission of cultural centres (in relation to the public, the local authorities, the private sector and the social life);

- Increasing the level of competence of their administrative staff (help in programming, management and evaluation); and
- Linking the centres on a network for a more successful exchange.

Organisational development and capacity building of the National Theatre Kikinda:

The main objectives are:

- Formation of new theatrical management;
- Introducing market rules into theatre institutions, providing conditions for sustainable development, by training the managers and cultural administrators and implementing a policy of cultural strategic management; and
- Incorporating the concept of lifelong education in cultural policy (strategic management, project management and marketing management in culture).

Management, Marketing and PR of the independent media in Serbia:

The main objectives are:

- Implementation of modern management and marketing strategies;
- Developing long term radio and TV capacity and their establishing as significant marketing subjects
- Achieving and causing changes in the field of media in local environment;
- Establishing strong public service at local and regional levels; and
- Setting up a further education system for TV professionals.

### **International/European dimension**

The institution is a member of ENCATC and EUCEN (European Universities Continuing Education Network).

### **Evaluation and assessment**

Strategic Management of Cultural Centres/ Organisational development and capacity building of the National Theatre Kikinda/ Management, Marketing and PR of the independent media in Serbia:

Student performance is evaluated through practical work/internship.

Studies of Interculturalism, Art Management and Mediation on the Balkans:

Student performance is evaluated through research in another country in the region, regional internship and a thesis.

### **Lecturers**

The number of teaching personnel is 30, 20 of whom are women. Five are permanent and the rest are visiting. The person responsible for the study programmes is Professor Goran Pekovic, M.A.

The programme team of the Studies of Interculturalism, Art Management and Mediation on the Balkans programme includes Dr Milena Dragicevic Sesic, Dr Nevena Dakovic and Dr Divna Vuksanovic. Coordinators: Svetlana Jovicic and Biljana Cuckovic.

### **Entry requirements**

Studies of Interculturalism, Art Management and Mediation on the Balkans:

Studies are aimed at postgraduates from the region, especially to those from small cities.

Strategic Management of Cultural Centres- 2 and 3:

Applicants should have a university degree and appropriate experience.

Organisational development and capacity building of the National Theatre Kikinda:

Applicants should have a university degree and should be theatre employees.

Management, Marketing and PR of the independent media in Serbia:

Applicants should have a university degree and appropriate experience. They should also be employees of independent electronic media.

### **Student profile**

Students are from Serbia and Montenegro and abroad.

### **Number of students admitted**

Studies of Interculturalism, Art Management and Mediation on the Balkans – A minimum of 20 post-graduates.

Strategic Management of Cultural Centres - 2 and 3 – The current number of students is 100.

Organisational development and capacity building of the National Theatre Kikinda – The current number of students is 30.

Management, Marketing and PR of the Independent Media in Serbia – The current number of students is 40.

### **Course fee**

For Studies of Interculturalism, Art Management and Mediation in the Balkans, EUR 500 annually. For the rest of the courses, no fee.

### **Grants or other financial support**

Available.

## SLOVAKIA

### VSMU - Academy of Music and Dramatic Arts

**UNESCO Chair in Cultural Policy and Arts Management**  
**Theatre Directing and Dramaturgy Chair - Subchair of Theatre Management**  
**Venturska 3**  
**Bratislava 813 01**  
**Slovakia**

**Director:** Prof. Milan Corba

**Phone:** +421 2 5930 1414/3556

**Fax:** +421 2 5443 0125

**E-mail:** [unesco.chair@vsmu.sk](mailto:unesco.chair@vsmu.sk) / [waradzinova@vsmu.sk](mailto:waradzinova@vsmu.sk)

**Web site:** [www.vsmu.sk](http://www.vsmu.sk)

#### Background, orientation and purpose

The role of the UNESCO Chair, established in 2001, is to coordinate the development of research and training in cultural policy and arts management at University level across all three faculties of the VSMU (Faculty of Music and Dance, Faculty of Film and TV and Faculty of Drama and Puppetry), taking into account the major changes that are occurring in the fields of arts and culture.

Short-term objectives are to:

- provide specialised short term courses for students of the VSMU as well as interested practitioners; to design a study programme focusing on policy and management in the fields of theatre, music, dance and film;
- share experience with other countries and professional sectors in specific areas;
- promote the urgent need for the training of new professionals in the fields of cultural policy, arts and culture;
- simulate the application of new arts and cultural concepts in relevant societal conditions;
- design teaching materials, training modules and efficient information systems;
- establish cooperation with cultural managers in order to promote the development of an underlying theoretical basis and improve study programmes rooted in praxis;
- strengthen creative relations with arts and cultural institutions and organisations;
- survey the current situation and ongoing change in cultural policy arts and the cultural environment;
- and
- develop international cooperation in culture management training within the NETCULT (UNESCO Chairs) and ENCATC networks.

Long-term objectives are to:

- strengthen theory and practice in arts and cultural policy and management;
- describe identifiable differences within education, training, research and professional experience in the arts and cultural policy and management;
- secure interdisciplinary and integrated approaches in education, arts and cultural policy and management training;
- support cooperation among trainers, research and executive managers active in the arts and culture;
- create a favourable environment for all institutions and professionals in the given field, with the aim of exchanging experience and practical skills and encouraging international relations and cultural policy;
- foster a practical orientation for artistic education;
- gradually transform the UNESCO Chair into the Arts Development and Administration Centre;

to develop relations between the social and media environments leading to measurable results in the arts and culture by creating new professions and new opportunities for the application of creative activities, which will encourage the development of employment; and further develop training materials and modules.

### **Programme(s) and qualification(s)**

MA in Theatre Management.

Short Theatre Management courses organised by UNESCO Chair.

### **Duration**

MA in Theatre Management - 5 years.

Short courses - 2 weeks.

### **Content**

MA in Theatre Management/Short courses.

The main objective is to prepare qualified specialists in theatre management acting in the actual conditions of Slovak market economy.

### **International/European dimension**

The institution is an associate member of ENCATC and a member of ELIA.

### **Evaluation and assessment**

Student performance is evaluated through research and practical work/workshop.

### **Lecturers**

Number of teaching personnel is 7, four of whom are female. Three are permanent and 4 are visiting.

### **Student profile**

Students come from Slovakia and abroad.

### **Number of students admitted**

Theatre Management - the current number of students is 19.

### **Course fee**

None.

### **Grants or other financial support**

Financial support is offered to the regular (daily) students subject to Slovak legislation



## SPAIN

**CERC - Centre for Cultural Studies and Resources**

**C/ Montalegre, 7**  
**Barcelona 08001**  
**Spain**

**Director:** Eduard Miralles

**Phone:** +34-93.402.25.75

**Fax:** +34-93.402.25.77

**Background, orientation and purpose**

The CERC is a branch of the Cultural Department of the Diputació de Barcelona, whose goal is to contribute to the cultural development of the territory of Barcelona province. Its interests lie at the intersection multiple variables: between general theory and specialised action, between cultural and artistic practice and social and territorial dynamics, between local institutional action and action by private cultural agents, with special attention to the third sector. As a centre of resources for territorial action in Barcelona province, the CERC is oriented towards the integration of information, knowledge and action within the framework of territorial cultural policies. In this context, its goals follow a double direction:

- From information to knowledge: the CERC as an observatory can describe, evaluate and predict the quantitative and qualitative behaviour of cultural policies developed in the territory of Barcelona province as well as in the national and international contexts, using information, documentation and research as tools.
- From knowledge to action: the CERC can act as a laboratory and test bench for new ideas, strategies and actions for innovation as well as for territorial cultural policies, using as its main instruments: training, assessment and publications.

The training programme of the CERC focuses largely on three general goals:

- Understanding training as an instrument for the improvement of policies and management, and not as a goal in itself
- Viewing training as a logical action that combines theory and practice at every stage
- Taking advantage of the possibilities of training when linked to a set of associated instruments, such as assessment, documentation, research, etc.

The training programme of the CERC is addressed to territorial cultural operators: cultural town councillors, municipal technicians, cultural and professional associations in the private sector, with particular attention to the municipalities of the territory of Barcelona province.

**Programme(s) and qualification(s)**

Seminar Zero (will lead to Attendance Certificate).

Interaction '02 (no certificate offered).

**Duration**

Seminar Zero - 1 meeting every month for 10 months.

Interaction '02 - 5 days.

**Content**

Seminar Zero:

The objective of "Seminar Zero" is to deal with, in the form of a seminar, the great subjects that are currently at the centre of cultural debate at an international level. Their consequences for local cultural policies are analysed, and the capacity of local environment to develop the subjects discussed. It is

intended to be a seminar in the strictest meaning of the word, ie a forum for conceptual production and debate. Teaching language is Catalan.

The seminar is organised in the following core subjects:

1. Culture and economy
2. Culture and territory
3. Culture and society

Interaction '02 Symposium on Policies for Inter-culturality:

This year's session focuses on analysis, debate and discussion on policies for inter-culturality and intends to: reflect and contribute to the debate on how to approach inter-culturality from cultural policies; share experiences and mutual knowledge of initiatives; and confront and evaluate in a critical way the results of some of the cultural experiences and projects carried out. It comprises guided visits and itineraries. The course is offered in Catalan and Spanish.

### **International/European dimension**

The institution is a member/partner in Les rencontres (Association of European Cities and Regions for Culture); in Culture and Proximity (European Network of Intermediate Authorities for Culture and Proximity) driving network; in Interlocal (network of Iberoamerican Cities for Culture) driving network; and in FEMP (Federació Espanyola de Municipis i Províncies).

### **Special information**

Seminar Zero is an irregular course; Interaction is offered once every two years. Around 10 percent of students in Interaction courses are international.

### **Entry requirements**

Seminar Zero:

Students are directors of the Cultural Departments of the Town Halls of Barcelona province with more than 50,000 inhabitants; technicians of the Cultural Departments of the Diputació de Barcelona (Library Services, Oda, OPC and CERC); consultants and experts collaborating regularly with the programmes of the CERC; and politicians or technicians from the municipal services of culture of Barcelona province requiring admission.

Interaction '02:

Experience.

### **Number of students admitted**

Interaction '02: Around 400 (in Interaction '00)

### **Course fee**

Seminar Zero: None

Interaction '02: EU 180 per 5 days

### **Grants or other financial support**

There are no scholarships offered.

## ESADE

***Avda Pedralbes, 60-62  
Barcelona 08034  
Spain***

**Phone:** +34 93 280 61 62

**Fax:** +34 93 204 81 05

**Web site:** [www.esade.es](http://www.esade.es)

### Background, orientation and purpose

For more information, please contact the institution.

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## Instituto universitario de Ciencias Musicales (UCM)

***Sociedad general de Autores  
Fernando VI, 4, planta sótano  
Madrid 28004  
Spain***

**Director:** Emilio F. CASARES RODICIO

**Phone:** +34 913192710

**Fax:** 91 349 97 10

**E-mail:** [jartaza@sgae.es](mailto:jartaza@sgae.es)

**Website:** <http://www.ucm.es/info/INFOCOM/estudios/tpropios/titulos/prop-musica.htm>

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Masters in cultural management: music, theatre and dance.

### Duration

2 years.

### Entry requirements

Applicants should have a university degree.

### Fees

EUR 4,207.

## UB - University of Barcelona

### ***Campus Mundet***

***Passeig Vall d'Hebron 171, Edifici Llevant***

***Barcelona 08034 - Catalunya***

***Spain***

**Director:** Dr Lluís Bonet

**Phone:** + 34 93 403 44 27

**Fax:** + 34 93 402 47 46

**E-mail:** cultura@eco.ub.es

**Web site:** [www.ub.es/cultural/english.htm](http://www.ub.es/cultural/english.htm)

### **Background, orientation and purpose**

In 1989 the University of Barcelona started the first university course in cultural management in Spain, the Master in Cultural Management. The aim is to provide education and re-training of professionals, and increasingly, to guide the new generations of recent graduates who wish to manage institutions, projects or cultural services.

### **Programme(s) and qualification(s)**

Master in Cultural Management

Master in Cultural Management via On-line Programme

Postgraduate Diploma in Latin American Co-operation

Postgraduate Diploma in Cultural Management and Policies

Postgraduate Diploma in Cultural Tourism

Postgraduate Diploma in Cultural Tourism via on-line programme

Postgraduate Diploma in Entertainment management and Production

### **Duration**

Master in Cultural Management/2 years

Master in Cultural Management in On-line Programme/2 years

Postgraduate Diploma in Latin American Co-operation/5 months (part-time)

Postgraduate Diploma in Cultural Management and Policies/1 year (part-time)

Postgraduate Diploma in Cultural Tourism/1 year (part-time)

Postgraduate Diploma in Cultural Tourism via on-line programme/1 year

Postgraduate Diploma in Entertainment management and Production/ 1 year

### **Content**

Master's in Cultural Management"

The programme includes modules on: basic knowledge about the cultural sector; economic and legal frameworks; strategic analysis in cultural management; specific aspects of management. The programme combines a specialisation and practical work in a cultural institution, or research.

Master in Cultural Management via On-line Programme:

Throughout the course, each student has constant support and assessment from a tutor via the Internet, with the full range of resources this allows - e-mail, chat, videoconferencing etc.

Postgraduate Diploma in Latin American Co-operation:

The course is aimed at professionals interested in developing co-operational projects in the Latin American area.

Postgraduate Diploma in Cultural Management and Policies:

The course is aimed at people responsible for cultural projects who are interested in the role of cultural policies and the new challenges for cultural management.

Postgraduate Diploma in Cultural Tourism:

The programme is directed towards the tourism sector, cultural administrators and heritage specialists interested in acquiring the tools and knowledge for the development of cultural tourism.

### **International/European dimension**

There is student exchange co-operation between the University and other institutions in Europe. The institution is a member of ENCATC.

### **Evaluation and assessment**

Master in Cultural Management / Postgraduate Diploma in Cultural Tourism:

Student performance is evaluated through research, a final paper/thesis and practical work/internship.

Master in Cultural Management in Online Programme:

Student performance is evaluated through examinations, papers and a final paper/thesis

Postgraduate Diploma in Latin American Co-operation:

Student performance is evaluated through examinations, papers, research and a final paper/thesis.

### **Lecturers**

The teaching team is drawn from appropriate professionals and university professors from academic fields with links to cultural management. The person responsible for the study programme is Lluís Bonet.

### **Entry requirements**

Applicants should have a university diploma in related subjects and experience in the area of cultural management.

### **Student profile**

Students are young professionals, working within the area of cultural management. They are from Spain and abroad.

### **Number of students admitted**

35 students per course.

### **Course fee**

Master in Cultural Management - 4,600 euros (2,300 euros per year)

Master in Cultural Management in On-line Programme- 4,600 euros (2,300 euros per year)

Postgraduate Diploma in Latin American Co-operation - 2.300 euros

Postgraduate Diploma in Cultural Management and Policies - 2.300 euros

Postgraduate Diploma in Cultural Tourism - 4,600 euros (2,300 euros per year)

### **Grants or other financial support**

There is limited number of grants offered by The Spanish Ministry for Education and Culture.

## UB - University of Barcelona

***Edifici Les Cúpules***

***Baldiri Reixach 4-6, Torre D***

***Barcelona 08028 – Catalunya, Spain***

**Director:** Dr Xavier Hernandez

**Phone:** + 34 93 403 72 91

**E-mail:** nserrat@pcb.ub.es

### Programme(s) and qualification(s)

Masters in didactic museography.

BA in didactic museography.

### Duration

2 years for the MA, 1 for the BA.

### Student profile

Students are professionals, working for cultural and heritage institutions, in the public or private sector.

### Special information

The course is followed completely online.

### Course fee

MA: EUR 2,554

BA: EUR 1,352

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## UB - University of Barcelona

***Edifici Les Cúpules***

***Baldiri Reixach 4-6, Torre D***

***Barcelona 08028 – Catalunya, Spain***

**Director:** Dr Xavier Roige Ventura

**Phone:** + 34 93 333 34 66

**Fax:** +34 93 449 85 10

**E-mail:** :museus@trivium.gh.ub.es

### Programme(s) and qualification(s)

Masters in Museology and Cultural Management.

### Duration

2 years.

### Entry requirements

Applicants should have a university diploma.

### Course fee

EUR 1,700

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## Universidad Complutense de Madrid

**Facultad de Bellas Artes**  
**El Greco, 2.**  
**Madrid 28040**  
**Spain**

**Director:** Javier Pereda Piquer

**Phone:** + 34 91 394 36 49

**Fax::** +34 91 549 46 36

**E-mail:** museoig@art.ucm.es

**Web site:** www.art.ucm.es

### Programme(s) and qualification(s)

Masters in Museography and Exhibitions

### Duration

9 months.

### Entry requirements

Applicants should have a university degree.

### Fees

EUR 2554.

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## Universidad Complutense de Madrid

**Centro Superior de Gestion, Análisis y Evaluacion**  
**Edificio B, Mas Ferré - Campus de Samosaguas**  
**Madrid 28223**  
**Spain**

**Director:** Rosa Garcerán Piqueras

**Phone:** +34 394 29 57 / 29 58

**Fax:** +34 394 29 56

**E-mail:** csegae05@cseg.ucm.es

### Programme(s) and qualification(s)

Masters in Cultural Heritage

### Duration

2 years

### Entry requirements

Applicants should have a university degree.

### Fees

EUR 5,260

## University of La Laguna

**Facultad de Ciencias de la Información**  
**Campus de Guajara**  
**La Laguna 38071**  
**Islas Canrias**  
**Spain**

**Phone:** + 34 922 317 261  
**Fax:** + 34 922 317252/7254  
**E-mail:** cieinf@ull.es

### Programme(s) and qualification(s)

BA in Cultural Management and Planification.

### Duration

1 year

## University of Salamanca

**Facultad de Filologia**  
**Campus de Guajara**  
**La Laguna 38071**  
**Islas Canrias**  
**Spain**

**Director:** José Antonio Fernández Delgado  
**Phone:** + 34 923 294427  
**Fax:** +34 923 29 46 57  
**E-mail:** jafdelgado@usal.es

### Programme(s) and qualification(s)

European Masters in Cultural Conservation and Management.

### Duration

2 years

### Number of students admitted

35 students per course.

### Entry requirements

Applicants should have a university degree. There is admission exam.

### Course fee

EUR 3,000.

### Grants or other financial support

Erasmus-Socrates programme.



## UD - University of Deusto (Bilbao)

***Institute of Leisure Studies***  
***Avda. Universidades, 24***  
***Bilbao 48007***  
***Spain***

**Director:** Roberto San Salvador del Valle (Director (Institute of Leisure Studies))

**Phone:** + 34 94 413 90 00

**Fax:** + 34 94 446 79 09

**E-mail:** ocio@ocio.deusto.es

### Background, orientation and purpose

University of Deusto:

The University of Deusto is one of the most distinguished and prestigious academic institutions in Spain, with campuses both in Bilbao and San Sebastián. Its tradition of academic excellence in teaching and research has already gone beyond our borders due to the student exchange programmes and credit transfer system in which our university takes part. The University of Deusto, first opened in 1886, was founded due to both the Basque Country's desire to have its own university and the Society of Jesus' wish to move its School of Higher Studies in La Guardia (Pontevedra) to a more central place.

Despite all these changes and development, the University of Deusto has always remained faithful to its original principles since its foundation. The academic quality, especially in education, responsibility and discipline, as well as the endeavour to achieve a comprehensive training of persons has required a continuous and not always easy selection of both teaching staff and students.

Institute of leisure Studies

The Institute of Leisure Studies was created in 1988 as a part of the Faculty of Philosophy and Sciences of Education of the University of Deusto, after a long maturing and definition process. Its main objectives are research, training and information based on issues related to leisure and its numerous contexts (Culture, Tourism, Sports, Health, Amusement and Personal and Community Development).

Since its foundation, the Institute has developed a concept of leisure which is open to any present or future perspective, and regarded as a framework for human development within a social commitment. The Institute has always been open to the international character of the leisure concept, which entails the recognition of the universal character of certain present-day human problems and implies the support of a kind of studies without academic tradition. This international aspect is evident in its programme of studies, teaching staff, coexistence of students and student exchanges, use of bibliographical sources and the carrying out of transnational studies.

### Programme(s) and qualification(s)

PhD in Leisure and Human Potential.

European Master in Congress Management.

Master / Expert in Leisure Management.

Specialisation in Cultural Management.

Diploma of Specialisation in Leisure, Culture and Tourism: Dynamisation of Religious Spaces and Traditions.

Leisure Times.

### Duration

PhD in Leisure and Human Potential - 2 years.

European Master in Congress Management - 2 years.

Master / Expert in Leisure Management. Specialisation in Cultural Management - 2 years.

Diploma of Specialisation in Leisure, Culture and Tourism: Dynamisation of Religious Spaces and Traditions - 1 year.

Leisure Times - 2 weeks.

## Content

PhD in Leisure and Human Potential:

- Research methodology in human sciences: Methods and techniques in quantitative and qualitative research; and Basic methodology of the doctoral thesis.
- Dimensions and manifestations of leisure
- Leisure from a traditional point of view
- Culture as an experience and realisation of leisure
- Current treatment of the 'Leisure/Sport' terminology
- Trends in Leisure and Tourism

The deadline for applications is 20 September.

European Master in Congress Management:

- Leisure, congresses and events: Introduction to the congress and event sector; Service quality management; Congress and event organisation; Knowledge management; and Communication and external relations.
- Management instruments of congresses and events: Business administration; Finance and Accountancy; Marketing; Human Resource Management; and Strategic Management.
- Experiences and projects: Experience Analysis; and Project Design.
- Management intervention
- Leisure and cities: congresses and events: Management of relationships; Leisure resources in the city; Leisure and social programme; Information sources and systems in cities; Knowledge, strategies and resources for an inclusive event; and Mega-events.

The deadline for applications is 20 September.

Master / Expert in Leisure Management. Specialisation in Cultural Management:

- Leisure theory
- Interdisciplinary approach to leisure
- Leisure policies: Policy design; Sectorial policies; Analysis and evaluation; and Public administration.
- Instruments for leisure management: Strategic management; Accountancy, investment and Financing; Human Resource Management; Leisure Marketing; and Leisure economics.
- Intervention in leisure management: Models of leisure intervention; Knowledge management; and Sources of employment.
- Experience analysis
- Project design

The deadline for applications is 20 September.

Diploma of Specialisation in Leisure, Culture and Tourism: Dynamisation of Religious Spaces and Traditions

- Leisure and present day society
- Tourism as a phenomenon
- The cultural heritage of the church
- Entertainment and dynamisation
- Faith and culture
- History and sense of Christian Art
- Theoretical-Practical sessions

Leisure Times

This is a regular training forum, presenting different contributions from professionals. In this way the Institute hopes to create a forum for all those wishing to contribute to the development of a way of thinking and a way of acting with regard to leisure and culture. Every year different academics and

professionals are invited to present the latest outcomes of their research and work experience. Consequently, topics are up-dated every year. The deadline for applications is 15 January.

### **International/European dimension**

Students enrolled on the PhD or Master/ Expert Programmes will be able to study at any of the European universities of the Erasmus/Socrates Programme during their second year.

The institution is a member of ENCATC.

### **Evaluation and assessment**

PhD in Leisure and Human Potential:

Student performance is evaluated through examinations/papers, research and a final paper/thesis.

European Master in Congress Management/ Master / Expert in Leisure Management.

Student performance is evaluated through examinations/papers, research, a final paper/thesis and practical work/internship.

Diploma of Specialisation in Leisure, Culture and Tourism:

Student performance is evaluated through examinations, papers and research.

Leisure Times:

Student performance is evaluated through participation in the programme.

### **Lecturers**

The lecture staff is made up of professors, doctors and graduates from different disciplines, and professionals from the public, private and non-profit sector that are currently researching or working in the cultural field. The number of teaching personnel is 30, 21 of whom are women. Twenty-seven are permanent and the rest are visiting. The person responsible for the study programme is Manuel Cuenca Cabeza (PhD in Leisure and Human Potential) and Roberto San Salvador del Valle Doistua, PhD.

### **Entry requirements**

PhD in Leisure and Human Potential:

A university degree is an essential requirement for admission.

European Master in Congress Management:

Students must hold a university degree or diploma, and have knowledge of languages. Holders of a university diploma will obtain the Expert Degree.

Master / Expert in Leisure Management. Specialisation in Cultural Management:

Students should hold a university degree or diploma and be interested in Leisure and Cultural Management.

Diploma of Specialisation in Leisure, Culture and Tourism: Dynamisation of Religious Spaces and Traditions:

Holders of a University degree or diploma.

Leisure Times:

Applicants should have a university degree.

### **Student profile**

National and international professionals and students from various disciplines interested in the leisure and cultural field.

### **Number of students admitted**

Access is limited to 15 students per course, except in the Leisure Times programme where the current number of students is 140.

### **Course fee**

PhD in Leisure and Human Potential: Course fee is EUR 1,883 / year

European Master in Congress Management: Course fee is EUR 3,155 Euros / year

Master / Expert in Leisure Management. Specialisation in Cultural Management: Course fee is EUR 3,155 / year.

Diploma of Specialisation in Leisure, Culture and Tourism: Dynamisation of Religious Space : Course fee is EUR 2,785.

Leisure times: Course fee is EUR 90.

### **Grants or other financial support**

Students can apply for grants offered by the Ministry of Education and Culture, the Basque Government and the Bizkai County Council.

## UDG - Univesity of Girona

***The Unesco Chair in Cultural Policies and Cooperation***  
***Plaça Sant Domènec 9***  
***Girona E-17071***  
***Spain***

**Director:** Mr Alfons Martinell (Director of the chair)

**Phone:** +34 972 418 922

+34 972 418 010

**Fax:** +34 972 418 345

**E-mail:** dir.cunesco@udg.es

**Web site:** www.udg.es/cunesco

### Background, orientation and purpose

The UNESCO Chair on Cultural Policies and Co-operation at the University of Girona was established in 1992. In collaboration with the Interarts Foundation, it organises the current training programme for professionals and cultural managers of the international constituency. Its structure and contents provide a postgraduate capacity for cultural active managers with previous training. The programme presents an update with an international view, fostering the exchange and transference about real subjects in the cultural management sector with theory and a co-operative perspective.

The course takes place in the city of Girona (100km from Barcelona and 60 from France) with the collaboration of an important number of professionals and cultural institutions; this permits an exchange of cultural policies between their participants in medium and small towns. This shared experience allows diferent contacts to be planned which share common projects and provide contact and immersion training experience in specific cultural spaces.

Objectives:

To offer a postgraduate training in the field of cultural management oriented to reflect about the new scenarios of the cultural policies in a globalised world.

To examine projects and cultural policies from the perspective of social-economical development, transferable creativity and human rights.

To integrate theory about cultural development, the new realities in cultural industries, communication technologies and economic globalisation

To analyse the profiles of the new cultural professions and the new competencies of cultural agents faced with the new scenarios of the cultural policies.

To offer operative skills to design and to participate in co-operation projects and cultural exchange on an international scale.

To update the knowledge of research and exchange of data about culture and development.

To increase the availability of documents of international cultural organisations related with for major discussion and debate.

To carry out a process of intensive and current training through group debates and to share the cultural reality of a medium-sized city.

### Programme(s) and qualification(s)

Postgraduate in cultural management .

Master in cultural management.

Postgraduate of international cultural management and cooperation.

Master of international management, cultural policies and development.

## **Duration**

Postgraduate in cultural management - 1 year.

Master in cultural management - 1 year.

Postgraduate of international cultural management and cooperation - 1 years.

Master of international management, cultural policies and development - 2 years.

## **Content**

As mentioned above, courses are addressed to professionals in cultural management who wish to undertake redirection or update their general skills in cultural management: professional cultural managers, people who are responsible for cultural policies, people in charge of cultural, private initiatives and cultural sector industries entrepreneurs and non governmental organisations with a minimum experience in the sector. We also admit a quota of young postgraduates.

## **Special information**

As special events related to the Postgraduate of international cultural management and cooperation and Master of international management, cultural policies and development programmes there are trips to Paris, UNESCO and other related institutions. Visits to various other cultural institutions and centres are also organised.

## **Evaluation and assessment**

Student performance is evaluated through examinations, papers and research.

## **Lecturers**

The teaching personnel includes academics, professionals, experts and managers of cultural projects from different countries. The number of teaching personnel is 45 out of which 15 are women. All of them are part time. The person responsible for the study programmes is Dr Alfons Martinell Sempere.

## **Entry requirements**

To be selected, it is necessary to send an application letter with a CV. Applicants should have a university degree certified by the Ministry of Education from their country of origin, together with appropriate experience.

## **Student profile**

Students are university graduates from Spain, Europe, Latin America and the Caribbean.

## **Number of students admitted**

Postgraduate in cultural management - current number of students is 21.

Master in cultural management - current number of students is 11.

Postgraduate of international cultural management and cooperation - current number of students is 25.

Master of international management, cultural policies and development - current number of students is 20.

## **Course fee**

Postgraduate in cultural management/ Master in cultural management – EUR 1,400.

Postgraduate of international cultural management and cooperation – EUR 1,865.

Master of international management, cultural policies and development – EUR 1,865.

## **Grants or other financial support**

There are different sponsors, including the University.

## Universidad de Navarra

***Centro de Estudios Europeos  
Edificio de Derecho Economicas  
Pamplona 31080  
Spain***

**Director:** Enrique Banus

**Phone:** +34 948 42 56 34 / 42 56 00

**Fax:** +34 948 42 56 22

**E-mail:** ebanus@unav.es

**Web site:** [www.unav.es/castellano/pamplona/otros/cde](http://www.unav.es/castellano/pamplona/otros/cde)

### Background, orientation and purpose

For more information, please contact the institution.

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## Universidad de Valencia

***Instituto Universitario de gestion empresarial  
Fundacion Universidad-Empresa de Valencia  
Plaza del Ayuntamiento, 19  
Valencia 46002  
Spain***

**Director:** Ismael Quintanilla Pardo

**Phone:** +34 351 06 63

**Fax:** +34 351 28 18

### Background, orientation and purpose

For more information, please contact the institution.

## University of Deusto - San Sebastian

**Faculty of Humanities**

**Mundaiz - 50**

**San Sebastian 20080**

**Spain**

**Director:** Director: Dra. Elena Barrena Osoro (Dean of the Faculty)

**Phone:** + 34 943 32 62 87

**Fax:** + 34 943 29 26 35

**E-mail:** iretegi@ud-ss.deusto.es

**Web site:** www.deusto.es

### Background, orientation and purpose

The University of Deusto in San Sebastian was established in 1886.

### Programme(s) and qualification(s)

History & Arts Heritage.

### Duration

4 years.

### Content

The main objectives of the programme are:

- To create an awareness of the heritage legacy produced by different historical civilisations.
- To interpret this legacy within its own medium: historical, physical, social, political, economic and cultural.
- To provide keys to understand concepts, techniques and skills for research work.

The participants should acquire a broad-based experience of the professional field by enhancing competence in three main areas:

- Research and interpretation of the Arts Heritage.
- Protection, conservation and restoration of the Heritage
- Heritage policy and management, animation, promotion, to increase the value of Heritage

The deadline for applications is September.

### International/European dimension

The institution is a member of ENCATC.

### Evaluation and assessment

Student performance is evaluated through research and internship.

### Lecturers

The number of teaching personnel is 28, 13 of whom are women. Twenty-five are permanent and 3 are visiting. The person responsible for the study programme is Dr José Angel Achón Inchausti.

### Entry requirements

Applicants should have a secondary school certificate and be 18 years of age.

### Student profile

Students are from Spain only.

### Number of students admitted

25 per year.



**Course fee**

3,164 USD

**Grants or other financial support**

University of Deusto: Department of Education of the Basque Government. Conditions: Good qualifications and economic difficulties.

## **Xabide S.Coop.**

**Formación y Consultoría (Training and Consulting)**

**C/ Mondragónn 11**

**Vitoria-Gasteiz 01013**

**Spain**

**Director:** Roberto Gómez de la Iglesia

**Phone:** + 34 945 25 35 00

**Fax:** + 34 945 25 38 74

**E-mail:** roberto@xabide.es / joserra@xabide.es

### **Background, orientation and purpose**

Xabide is a cultural management and communication organisation specialising since 1987 in consultation and training in cultural management. The aim is to provide supplementary training as required for cultural management professionals. There are theoretical and practical parts (50 percent each). Topics are shared. Material and publications are supplied.

### **Programme(s) and qualification(s)**

Superior Course in Social and Cultural Activities.

Seminars in Cultural Management.

Congress of Public Sector and Private Initiatives.

### **Duration**

Superior Course in Social and Cultural Activities - 100 hours (every year).

Seminars in Cultural Management - 3 seminars of 16 hours (every 2 years).

Congress of Public Sector and Private Initiatives - 4 days (every 2 years).

### **Content**

Superior Course in Social and Cultural Activities:

There are 50 hours of distance learning. Course work will be sent to participants. There are 50 hours of lectures, preparation and illustration of actual cases.

Seminars in Cultural Management:

Course work will be sent; there are 4 sessions (4 hours each) over two days, to fit in the specific subject of the seminar.

Congress of Public Sector and Private Initiatives:

The Congress is arranged over 4 days (32 hours) following the seminars.

### **International/European dimension**

In contents and also by the invitation of European experts invited to the conferences. The institution is an associate member of ENCATC.

### **Evaluation and assessment**

Student performance is evaluated throughout participation in the programme.

### **Lecturers**

The number of teaching personnel is 10, 3 of whom are women. Six are permanent and 4 are visiting.

The person responsible for the study programmes is Roberto Gómez de la Iglesia.

### **Entry requirements**

Employment in the cultural sector is an essential requirement for all courses.

### **Student profile**

Students are professionals wishing to develop their skills in the field. Half of the domestic students are come from Basque Country, and half from the rest of Spain. There is also a high number of students from Latin America or Portugal.

### **Number of students admitted**

Superior Course in Social and Cultural Activities - 25 people.

Seminars in Cultural Management - 150 people.

Congress of Public sector and Private Initiatives - 30 people.

### **Course fee**

Superior Course in Social and Cultural Activities - 950 USD.

Seminars in Cultural Management - 200 USD.

Congress of Public sector and Private Initiatives - 250 USD.

There are many discounts offered, please contact Xabide directly.

## DIK Association

**P.O.Box 760**  
**Nacka 13124**  
**Sweden**

**Director:** Peter Almerud / Bo Westas

**Phone:** +46 8 466 24 05

**Fax:** +46 8 466 24 24

**E-mail:** peter.almerud@gmx.net / bowe.dik@akademikerhuset.se

**Web site:** www.akademikerhuset.se

### Background, orientation and purpose

For more information, please contact the institution.

## Kulturverkstan

**PO Box 311 20**  
**Göteborg 400 32**  
**Sweden**

**Director:** Lotta Lekvall

**Phone:** +46 31 743 99 07

**Fax:** +46 31 743 99 06

**E-mail:** lotta.lekvall@natverkstan.net

**Web site:** www.kulturverkstan.net

### Background, orientation and purpose

For more information, please contact the institution.

## Södertörn University College

**Campus Telge**  
**Södertälje 151 81**  
**Sweden**

**Director:** Per Thullberg, principal.  
 Ann-Sofie Köping, head of the programme 'Art, Culture and Economics'  
**Phone:** + 46 8 58588613  
**Fax:** + 46 8 58588625  
**E-mail:** info@sh.se  
**Web site:** www.sh.se

### Background, orientation and purpose

The programme started as one of the first undergraduate education programmes in arts management in Sweden. The idea has been to combine studies in the humanities with traditional business administration as well as project management. The programme provides the students with a broad and general understanding of the field of art and culture, together with practical training in marketing, accounting, finance and organisation. Graduated students should then be able to choose to work either in the rapidly changing and demanding business field with, for example, marketing, communications and human resource, or in the arts as project leaders, producers or administrators. The Södertörn University College was established in 1996, and the Art, Culture and Economics programme in 1999.

### Programme(s) and qualification(s)

BA in Business Administration in 'Art, Culture and Economics' programme.

### Duration

3 years.

### Content

The programme runs over 6 terms with special themes. The first two terms are called "Culture, the Public and Economy", where the students among other things learn about the rise of western arts and economics through the history of ideas. They also study the concepts of art and culture, Swedish politics of culture, and the main ideas of marketing. The third term is concentrated around different forms of marketing and accounting; students also learn web design. The fourth term is a study of individualism vs. society, consisting of, for instance, ethics, image and advertising. The fifth term is a deeper study of aesthetics from the viewpoint of the history of ideas, together with finance and project management. The last term is devoted to practical training, research and writing the final exam. All courses are given over a period of 5-10 weeks (= points) with written exams mostly at the end of the period. The proportion of courses between economics-law and humanities is 65-55 and the full programme is 120 points. The course is taught in Swedish. The deadline for applications is 15th April each year.

### International/European dimension

The programme is part of the Nordplus network consisting of similar education programmes in Finland, Norway and Denmark. The network has a student exchange programme with an annual moving workshop for the students. The institution is a member of ENCATC.

### Special information

Södertörn University College is an active member of different networks such Nordplus and Synaxis Baltica.

## **Evaluation and assessment**

In-house assessment.

## **Lecturers**

The number of teaching personnel in the programme 'Art, Culture and Economics' is around 30. The person responsible for the programme is Ann-Sofie Köping.

## **Entry requirements**

A-level with specific requirements concerning the grade achieved in mathematics and social studies.

## **Student profile**

Students have a great interest in the arts and many of them have practical experience in various artistic fields. The average age among the students is 25 years and two thirds of them are female. There are a few foreign students in the programme.

## **Number of students admitted**

50 per year.

## **Course fee**

None.

## **Grants or other financial support**

The students can apply for Swedish Study support.

## Swedish School of Library and Information Studies (SSLIS)

**Centre for Cultural Policy Research**  
**Högskolan i Borås BHS**  
**Borås 501 90**  
**Sweden**

**Director:** Senior lecturer Jan Nolin, PhD

**Phone:** + 46 33 174679

**Fax:** + 46 33 164005

**E-mail:** jan.nolin@hb.se

**Web site:** www.hb.se

### Background, orientation and purpose

The Swedish School of Library and Information Studies functions within the University College of Borås, which comprises six academic Schools: Swedish School of Library and Information Studies; School of Business and Informatics; School of Engineering; School of Education and Behavioural Sciences; School of Textiles; and School of Health Sciences.

All of UCB Schools offer programmes of studies at the Bachelor's and Master's levels. However, the Swedish School of Library and Information Studies also offers a PhD by special agreement with the University of Gothenburg.

The Centre for Cultural Policy Research works within the Swedish School of Library and Information Studies. The Centre is devoted purely to research and the dissemination of research and does not offer training in the field.

### Programme(s) and qualification(s)

BSc/ MSc in Library and Information Studies

PhD in Library and Information Studies (conferred by the University of Gothenburg)

### Duration

BSc/ MSc/ PhD in Library and Information Studies - 1-4 years

### Content

Library and Information Studies

The programmes consist of courses in areas such as:

- Library and society
- Organisation of knowledge
- Interaction between people and libraries
- Management of libraries and information centres
- Research methodology
- Elective courses: Arts Management, Arts Policy

The teaching language is Swedish.

### International/European dimension

The SSLIS participates in the educational programmes of the European Commission - SOCRATES, Leonardo etc, also the Nordic Council programme Nordplus. It is an associate member of ENCATC.

### Special information

The Centre for Cultural Policy Research publishes The Nordic Journal of Cultural Policy and Cultural Policy Newsletter. It also maintains a database on cultural policy literature (KulPol). For more information see the home page.

### **Lecturers**

The number of teaching personnel is not available. The person responsible is Jan Nolin.

### **Entry requirements**

BSc/ MSc in Library and Information Studies:

Students must have studied in secondary school for at least three years or have 60 credits from a university or college.

PhD in Library and Information Studies:

Master's degree.

### **Student profile**

Participants come directly from secondary school or from University (from all disciplines).

### **Number of students admitted**

The department has several courses, together admitting around 400 students each year.

### **Course fee**

None.

### **Grants or other financial support**

None.



## SWITZERLAND

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### Hochschule für Gestaltung und Kunst Zürich (HGKZ)

**Hafnerstrasse 31**  
**Zürich 8031**  
**Switzerland**

**Director:** Susanne Schiesser / Christoph Weckerle  
**Phone:** +41 1 446 26 52 / 446 21 11  
**Fax:** +41 1 446 26 53 / 446 21 22  
**E-mail:** [Susanne.schiesser@hgkz.ch](mailto:Susanne.schiesser@hgkz.ch) / [christoph.weckerle@hgkz.ch](mailto:christoph.weckerle@hgkz.ch)  
**Web site:** [www.hgkz.ch](http://www.hgkz.ch)

#### Background, orientation and purpose

For more information, please contact the institution.

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### Kulturmanagement-Forum

**Geschäftsstelle TERTSA GmbH**  
**Hallwylstrasse 31**  
**Zürich CH-8004**  
**Switzerland**

**Director:** Dr. René Karlen  
**Phone:** +41 1 242 28 84  
**Fax:** +41 1 242 28 83  
**E-mail:** [info@kulturmanagementforum.ch](mailto:info@kulturmanagementforum.ch)  
**Web site:** [www.kulturmanagementforum.ch](http://www.kulturmanagementforum.ch)

#### Background, orientation and purpose

The "Kulturmanagement-Forum" was established in 1999. Its aims are to provide relevant information and establish networks of arts managers, mainly in Switzerland. Kulturmanagement-Forum focuses arts managers towards their different interest groups. It does not yet offer its own courses in arts management although education is one of the KMF's long term goals. The activity related to education within the arts management field is the annual symposium on an arts management subject. The first of these symposiums will take place in May 2002. For any further information please check the website above.

## **SAWI - Swiss Education in Marketing and Communications**

**Zentralstrasse 115 Ost**  
**Postfach 7002**  
**Biel 7, CH - 2500**  
**Switzerland**

**Phone:** +41 32 366 70 40

**Fax:** +41 32 366 70 49

**E-mail:** info@sawi.com

**Web site:** www.sawi.com

### **Background, orientation and purpose**

SAWI was established in 1968. Over 450 practitioners teach at SAWI, professionals who have proven throughout their careers that they are masters of their trade. From time to time, lecturers in specialist subjects are deployed who pass on their knowledge of how to teach. In this way, the latest insights into adult education are implemented through teaching. Along with an administrative staff of twenty, the management responsible for courses and lecturers support the tutors with regard to methodology as well as with further training and development, e.g. through joint ventures and the involvement of international lecturers from the most renowned European universities.

As marketing and communications are so diverse, yet closely linked, leading professionals from various industries meet each other at SAWI. They fire each other's imaginations, find solutions, and work together with SAWI on concepts for various courses and seminars. SAWI's opinion counts when it comes to debating examination requirements for numerous federally recognised diplomas. In SAWI one can study for these without interrupting one's career. Most of our courses can be attended part-time.

### **Programme(s) and qualification(s)**

Cultural management.

### **Duration**

9 months.

### **Content**

The main objective is to introduce the basics of cultural management.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers and practical work/internship.

### **Lecturers**

The number of teaching personnel is 450, 50 of which are women. All 450 are visiting. The person responsible for the study programme is Manfred Kranich.

### **Entry requirements**

Applicants should have appropriate experience.

### **Student profile**

Students are from Switzerland and abroad.

### **Number of students admitted**

Current number of students is 64.

### **Course fee**

4,250 USD

### **Grants or other financial support**

None.

## Trois Cultures Méditerranéennes

**P.O. Box 143**  
**Porrentruy 2900**  
**Switzerland**

**Director:** Rose-Marie Gregori  
**Phone:** + 41 32 466 54 22  
**Fax:** + 41 466 21 64  
**E-mail:** troiscultmedit@hotmail.com

### Background, orientation and purpose

Trois Cultures Méditerranéennes was created in 1994 with the aim of helping young people in their professional development at a European level. It provides placements and workshops, enabling shared experiences in socio-cultural aspects of European integration. Emphasis is also placed on European history and popular memory.

### Programme(s) and qualification(s)

History and Heritage in Fuerteventura/Canarias starting in 2003.

### Duration

3 weeks.

### Content

The main objective is to promote our historical background through writing workshops. Local artists gather for a unique artistic event which is followed up with a publication.

### International/European dimension

The institution is an associate member of ENCATC.

### Evaluation and assessment

Student performance is evaluated through research and practical work.

### Lecturers

The number of teaching personnel is 2, one of whom is a woman. The person responsible for the study programme is Rose-Marie Gregori.

### Entry requirements

The admission criteria of the programme are based primarily on the applicant's determination. No degree or particular experience is required.

### Student profile

Students are from various regions.

### Course fee

None.

### Grants or other financial support

Available.

## Universität Basel

**Gesellschaft für Museologie Schweiz**  
**Missionsstr. 64**  
**Postfach, Basel CH-4055**  
**Switzerland**

**Director:** Bernard Schüle (President)

**Phone:** +41 61 267 28 68 / 70

**Fax:** +41 61 267 28 69

**Web site:** [www.museologie.ch](http://www.museologie.ch)

### Background, orientation and purpose

Gesellschaft für Museologie Schweiz in the Universität Basel was established in 1994. It offers consultancy and education.

### Programme(s) and qualification(s)

Masterprogramm Museologie an der Universität Basel.

Zertifikatskurs an der Universität Basel: Objektmanagement.

Zertifikatskurs an der Universität Basel "Ausstellung, Bildung und Vermittlung in Museen".

Zertifikatskurs an der Universität Basel "Museumsmanagement".

### Duration

Masterprogramm Museologie an der Universität Basel - 2 years.

Zertifikatskurs an der Universität Basel: Objektmanagement - 9 months.

Zertifikatskurs an der Universität Basel "Ausstellung, Bildung und Vermittlung in Museen" - 10 months.

Zertifikatskurs an der Universität Basel "Museumsmanagement" - 3 years.

### Content

Masterprogramm Museologie an der Universität Basel:

The main objective of the programme is the increasing of competences across the whole area of work in museums. Deadline for applications is Autumn 2002.

Zertifikatskurs an der Universität Basel: Objektmanagement:

The main objective of the course is learning all about collections: Strategy of collections, documentation, making inventories, conservation and research. Deadline for applications is Autumn 2002.

Zertifikatskurs an der Universität Basel "Ausstellung, Bildung und Vermittlung in Museen":

The main objective of the course is learning how to make a good exhibition and how to communicate the information within that exhibition to the public. Deadline for applications is Spring 2003.

Zertifikatskurs an der Universität Basel "Museumsmanagement"

The course offers theory and practice to lead a small or a big museum. Subjects: communication, management of projects, development of organisations, museums in Berlin, museums and the law, finances, marketing, responsibilities of museums. Deadline for applications is Spring 2004.

### Evaluation and assessment

Masterprogramm Museologie an der Universität Basel

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

Zertifikatskurs an der Universität Basel: Objektmanagement / Zertifikatskurs an der Universität Basel "Ausstellung, Bildung und Vermittlung in Museen" / Zertifikatskurs an der Universität Basel "Museumsmanagement"

Student performance is evaluated through examinations, papers and practical work/internship.

### **Lecturers**

The number of teaching personnel is 160, of which 80 are women. Twelve are permanent and the rest are visiting. The person responsible for the study programmes is Dr des. Katrin Leuch-Bartels. The other co-directorship is currently vacant.

### **Entry requirements**

Applicants should have a university degree or a "Berufsausbildung", together with appropriate experience.

### **Student profile**

Students are from Switzerland and Europe.

### **Number of students admitted**

30 students admitted.

### **Course fee**

Masterprogramm Museologie an der Universität Basel - 10,600 USD

Zertifikatskurs an der Universität Basel: Objektmanagement / Zertifikatskurs an der Universität Basel "Ausstellung, Bildung und Vermittlung in Museen" / Zertifikatskurs an der Universität Basel "Museumsmanagement" - 4,000 USD

### **Grants or other financial support**

Yes. Check personal conditions at [www.unibas.ch](http://www.unibas.ch)

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## **Université de Genève**

***Service Formation Continue***  
***24, rue Général-Dufour***  
***Genève 4, 1211***  
***Switzerland***

**Director:** Geneviève Aroï-Jaggi

**Phone:** +41 22 705 78 33

**Fax:** +41 22 705 78 30

**E-mail:** [formcont@unige.ch](mailto:formcont@unige.ch) / [genevieve.auroi-jaggi@formcont.unige.ch](mailto:genevieve.auroi-jaggi@formcont.unige.ch)

**Web site:** [www.unige.ch/formcont](http://www.unige.ch/formcont)

### **Background, orientation and purpose**

For more information, please contact the institution.

## University of Art and Design in Zürich

**Nachdiplomstudium (NDS)**  
**Hafnerstrasse 31**  
**Zürich 8031**  
**Switzerland**

**Director:** Herr Dr Blechinger, Co-director

**Phone:** +41 1 446 21 11

**Fax:** +41 1 446 21 22

### Background, orientation and purpose

The post-graduate course in Cultural Policy aims at providing cultural managers with new or deeper knowledge and skills required by the rapidly changing fields of cultural policy and management. The focus is not only on public sector institutions but also on the development of independent cultural organisations. Local, cantonal and national cultural policy issues within a federal policy set-up are discussed in relation to foreign cultural policy issues. The course is designed specifically for leaders of public institutions, as well as cultural policy makers and cultural managers.

Through lectures, case studies and practical project work, the participants learn how to approach interconnected areas such as culture, public policy, political and economic concerns, from a professional point of view as well as from the needs of their future target audiences.

### Programme(s) and qualification(s)

NDS/Executive Master in Cultural Policy and Economy.

There are other NDS programmes (as NDS in Media Economy and NDS in Selfmanagement for artists) in HGKZ. More information can be found at the HGKZ web site.

### Duration

NDS in Cultural Policy and Economy - 2 years.

### Content

NDS in Cultural Policy and Economy:

NDS in Cultural and Economy is a postgraduate training programme starting in 2003. Main modules include: Cultural economics; Cultural policy; Support of culture; Cultural tourism; Cultural administration; Integral project management.

Common modules with three others postgraduate courses of the HGKZ (Design Culture, Selfmanagement in Art & Design, Media economy) are: Culture and economy; Culture and theory; Culture and inter-disciplinarity; Culture and law.

The teaching language is German.

### International/European dimension

The institution is a member of ENCATC.

### Evaluation and assessment

Evaluation of the student is made through examinations, papers, and a final paper and thesis.

### Lecturers

The number of teaching personnel is 30, 10 of whom are women. Four of the total are permanent and 26 are visiting lecturers. The person responsible for the NDS in Cultural Policy and Economy programme is Herr Dr Blechinger.

### Entry requirements

NDS in Cultural Policy and Economy:

A university degree and appropriate experience.

**Course fee**

NDS in Cultural Policy and Economy - 18,000 CHF / EUR 12,245.

**Grants or other financial support**

Scholarships are available. More information is available from the school.

## University of Bern

***Institute of Art History and Center for Continuing Education  
Hodlerstrasse 8  
Bern 3011  
Switzerland***

**Director:** Prof. Oskar Bätschmann (Institute of Art History) Prof. Karl Weber (Center for Continuing Education)

**Phone:** +41 31 631 32 81

**Fax:** +41 31 631 32 81

**Web site:** [www.cx.unibe.ch/kwb](http://www.cx.unibe.ch/kwb)

### Background, orientation and purpose

The Institute of Art History and Center for Continuing Education at the University of Bern has been offering a University Diploma of Postgraduate Studies Art + Profession since 1999.

### Programme(s) and qualification(s)

Post-graduate Studies Art + Profession.

### Duration

2 years.

### Content

The Post-graduate Studies Art + Profession covers the handling of mobile works of art and related fields such as teaching art, museology, collecting, dealing with art, conservation and restoration, value systems, management and marketing, legal status of works of art and government regulations, together with art of our times. The deadline for applications is March 2003.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 60, 21 of whom are women. Only one of the lecturers is permanent, the remainder are visiting. The person responsible for the study programme is Barbara von Orelli-Messerli.

### Entry requirements

Applicants should have an university degree and experience in the field of mobile works of art.

### Student profile

Students are university graduates from Switzerland and Europe.

### Number of students admitted

There are currently 17 students.

### Course fee

SFr: 14,000

### Grants or other financial support

None.



## UniWeiterbildung

**University of Basel Master Programme in Arts Management**  
**Petersgraben 35 / Box 732**  
**Basel CH-4003**  
**Switzerland**

**Director:** Dr Rolf Keller

**Phone:** +41 61 267 27 34/+41 61 267 09 32

**Fax:** +41 61 267 30 09

**E-mail:** Rolf.Keller@unibas.ch / Christine.Hatz@unibas.ch

**Web site:** www.kulturmanagement.org

### Background, orientation and purpose

The Master Programme in Arts Management started at Basel University in 2000. The programme provides top quality teaching and learning in a setting that offers both academic and practical benefits. Professionals working in arts institutions or independently are able to deepen their understanding of cultural and interdisciplinary concepts and develop managerial skills. The stimulating environment of a city rich in cultural institutions and activities, the broad academic resources of the country's oldest university and the variety of personal backgrounds in the student group, combine in a study programme uniquely qualified to sharpen and expand professional skill sets.

### Programme(s) and qualification(s)

MA in Arts Management.

### Duration

2 years.

### Content

The main objective of the programme is to enable professionals in arts institutions to deepen their understanding of cultural and interdisciplinary concepts and to develop their managerial skills in a programme of both academic and practical orientation. Deadlines for the applications are 1 March 2002, 1 April 2003 and 1 April 2004.

### International/European dimension

An application is pending for ENCATC membership.

### Special information

Excursions and special events - like visits by guest speakers, museum visits, festival participation, etc. - are organized.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel in the master's programme is 38, 15 of whom are women. The staff are permanent at the University or their respective cultural institutions. The person responsible for the programme is Dr Rolf Keller.

### Entry requirements

As the programme is aimed at further qualifying professionals, students need to be employed in full- or part-time positions at cultural institutions.

### Student profile

Students are cultural professionals from Switzerland and rest of Europe.

**Number of students admitted**

Current number of students is 95.

**Course fee**

11,000 USD.

**Grants or other financial support**

None.

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**Züricher Hochschule Winterthur**

***Department Wirtschaft und Management  
Gebäude W  
Post Box 958  
Winterthur 8402  
Switzerland***

**Director:** Ignaz Rieser

**Phone:** +41 52 267 7972

**Fax:** +41 52 267 7912

**E-mail:** ignaz.rieser@zhwin.ch

**Web site:** www.hwvzh.ch

**Background, orientation and purpose**

For more information, please contact the institution.

## UKRAINE

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### International Renaissance Foundation in Ukraine

***Culture Programme***

***46, Artema str.***

***Kiev 04053***

***Ukraine***

**Director:** Anna Bernadska / Yaroslava Babenchuk

**Phone:** +380 44 461 95 00

**Fax:** +380 44 261 01 66

**E-mail:** bernadska@irf.kiev.ua / babenchuk@irf.kiev.ua

**Web site:** [www.irf.kiev](http://www.irf.kiev)

### Background, orientation and purpose

For more information, please contact the institution.

## **LNU - LVIV National University**

***Centre for the Humanities***

***PO Box 5620***

***Lviv 79 067***

***Ukraine***

**Director:** Maria Zubrytska

**Phone:** +380 322 403 180

**Fax:** +380 322 403 182

**E-mail:** office@cfh.lviv.ua

**Web site:** www.cfh.lviv.ua

### **Background, orientation and purpose**

The Lviv National University was established in 1996.

### **Programme(s) and qualification(s)**

MA in Cultural Studies - starting in 2003.

### **Duration**

1-1/2 years

### **Content**

The MA Programme in Cultural Studies is currently under development by fellows of the Centre for the Humanities. This programme will be included into the curriculum of Lviv National University in 2003. The programme will be interdisciplinary and will be open both to students who have a bachelor's degree in cultural studies, as well as to students whose undergraduate education included not less than five courses related to cultural studies.

The programmes' objective is to disseminate knowledge and raise the level of academic education in the humanities. The main objectives are to:

1. Deepen the paradigm of study in cultural studies, building on the BA degree.
2. Develop MA students' analytic and systematic thinking.
3. Train a new generation of university-level instructors in cultural studies.
4. Extend the skills of the professional community, according to current needs and requirements.
5. Develop and deepen research skills as an intermediate stage towards earning a Ph.D.
6. Ensure that the MA degree properly prepares qualified students to advance to earning a Ph.D.

### **International/European dimension**

The institution is an associate member of ENCATC.

### **Special information**

As extracurricular activities, there will be conferences, meetings, summer schools and internships.

### **Evaluation and assessment**

Student performance is evaluated throughout participation in the programme.

### **Lecturers**

The number of teaching personnel is 42, 27 of whom are women. Forty-two are permanent and the rest are visiting. The person responsible for the study programme is Prof. Maria Zubrytska.

### **Entry requirements**

Applicants should have a university degree and should not be more than 35 years of age.

**Student profile**

Students will be university graduates from Ukraine and abroad.

**Number of students admitted**

15 students.

## AIB - The Arts Institute at Bournemouth

**Arts and Event Production**  
**The Arts Institute at Bournemouth**  
**Wallisdown, Poole**  
**Dorset BH12 5HH**  
**United Kingdom**

**Director:** Stuart Bartholomew  
**Phone:** +44 1202 363279 (Richard Wright, Course Director)  
**Fax:** +44 01020 363335  
**Web site:** [www.arts-inst-bournemouth.ac.uk](http://www.arts-inst-bournemouth.ac.uk)

### Background, orientation and purpose

The Arts Institute at Bournemouth was established at the end of the 19th century.

### Programme(s) and qualification(s)

BA (Hons) Arts and Event Production

### Duration

3 years.

### Content

The main objective of the programme is preparing students for careers in the management and administration of the arts. The deadline for the applications is usually in March.

### Evaluation and assessment

Student performance is evaluated through examinations, papers, research, a final paper/ thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 6, 3 of whom are female. All are permanent but there are about 10 occasional visiting lecturers. The person responsible for the study programme is Richard Wright, Course Director.

### Entry requirements

Applicants should be 18 years old or more. They should have 2 A levels at grade C or above, Foundation, GNVQ Advanced, ND or equivalent. Mature students can be accepted with appropriate experience. Good English is essential.

### Student profile

Students are mainly from the United Kingdom but there are also some students from abroad.

### Number of students admitted

The current number of students is 30 per year.

### Course fee

Tuition fees: EU £1100 per annum; Non-EU £6000 per annum sterling.

### Grants or other financial support

None.

## APU - Anglia Polytechnic University

**Ashcroft International Business School**  
**East Road**  
**Cambridge CB1 1 PT**  
**United Kingdom**

**Director:** Michael Malone-Lee (Vice Chancellor)

**Phone:** +44 1223 363271

**Fax:** +44 1223 417700

**E-mail:** j.hewlett@apu.ac.uk

**Web site:** [www.abs.anglia.ac.uk/courses/art/artsmanagement.htm](http://www.abs.anglia.ac.uk/courses/art/artsmanagement.htm)

### Background, orientation and purpose

Anglia Polytechnic University was founded with the joining of three long-established regional educational institutions in East Anglia. The main aims of the programme are to provide the business skills needed for a career in arts management along with a toolbox of management techniques to help understand the key issues facing arts managers.

### Programme(s) and qualification(s)

Certificate stage in Arts Management/Diploma stage in Arts Management.

### Duration

Certificate stage in Arts Management - 1 year (full-time)/2 years (part-time).

Diploma stage in Arts Management - 1 year (full-time)/2 years (part-time).

MA in Arts Management - 2 years (full-time)/3 years (part-time).

### Content

The Certificate stage in Arts Management/ Diploma stage in Arts Management:

The Certificate stage covers the following modules: Managing Finance in the Arts; Working with Information; Arts Environment; Marketing the Arts; Managing People and Relationships at Work.

The Diploma stage in Arts Management comprises 60 credits and covers the following modules: Research Methods for Managers; Business Planning and Finance in the Arts; Audience Development; Strategy in the Arts; Cultural Tourism; Youth Arts Strategy and Delivery; Access Equality and the Arts; Legal Issues in the Arts; Education in the Arts. Full-time students and any part-time students who are not in arts jobs already undertake a work placement.

The Master's Stage in Arts Management: Completion of the master's stage of overall course, a 25,000 word dissertation or a work-based project and a 15,000 word dissertation.

### International/European dimension

The Programme regularly provides for a study tour of approximately one week to European countries each year. There are also good opportunities to develop foreign languages. The institution is a member of ENCATC.

### Evaluation and assessment

Student performance is evaluated through examinations/papers, research, a final paper/thesis and practical work/internship.

### Lecturers

Joan Hewlett, MA, Grad. CIPD and leader of the course; Peter Thornton, part-time consultant and part-time with APU, previously a senior manager with the Eastern Arts Board; Lester Lloyd-Reason, Deputy Course Leader.

### **Entry requirements**

A first degree at Honours Level 2:2 or equivalent is required for both full- and part-time routes. However, mature students can be accepted based on experience and knowledge without a first degree. Other requirements: IELTS 6.5.

### **Student profile**

Students are university graduates from the United Kingdom and abroad.

### **Number of students admitted**

The Certificate stage in Arts Management/ Diploma stage in Arts Management - Current number of students is 31.

The Master's Stage in Arts Management - 24 students.

### **Course fee**

Full-time: Home/EU-students EUR 5,904; International students EUR 10,350.

Part-time: Home/EU-students EUR 2,512; International students EUR 5,238.

### **Grants or other financial support**

None.

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## **Buckingham Chilterns University College**

***Faculty of Leisure and Tourism  
Wellesbourne Campus  
Kingshill Road, High Wycombe  
Buckinghamshire HP13 5BB  
United Kingdom***

**Phone:** +44 1494 522 141

**Fax:** +44 1494 465 432

**Web site:** [www.bcuc.ac.uk/leisure](http://www.bcuc.ac.uk/leisure)

### **Background, orientation and purpose**

For more information, contact the institution.

### **Programme(s) and qualification(s)**

Arts and Leisure Management.



## Buckinghamshire College

**Faculty Applied Social Sciences & Humanities**  
**Buckinghamshire Chilterns University College**  
**Queen Alexandra Road**  
**High Wycombe**  
**Buckinghamshire**  
**HP11 2JZ**

**Phone:** 01494 522141

**Fax:** 01494 524392

**Faculty enquiry email:** [advice@bcuc.ac.uk](mailto:advice@bcuc.ac.uk)

**Faculty Web Pages:** [www.bcuc.ac.uk/assh](http://www.bcuc.ac.uk/assh)

### Programme(s) and qualification(s)

BA (Hons) Arts and Media

### Course duration

3 years, full-time.

### Entry requirements

Applicants will usually have a GVNQ or BTEC National Diploma (merit or distinction) in a relevant field of study or have successfully completed an Access course or have a minimum of 2 'A' Levels.

Students over the age of 21 may be accepted without formal qualifications, subject to college approval.

### Course structure/Assessment

All courses within the Undergraduate Modular programme follow the same basic structure. The academic year is divided into two semesters. Semester one runs from October to February with a break for Christmas. Semester two runs from February to June with a break for Easter.

### Assessment

In each semester, you will study 4 modules to obtain 60 credit points, thus accumulating 120 in the year. This is added to your previously acquired 240 points to make 360 credit points for the total honours degree award.

Creative Writing and Drama Production

Creative Writing and Media Studies

Creative Writing and English Studies

Creative Writing and Film Studies

Creative Writing and Visual Culture

Creative Writing with Drama Production and English Studies

Creative Writing with Film Studies and Drama Production

Creative Writing with Media Studies and Drama Production

Drama Production and Visual Culture

Drama Production and Video Production

Drama Production with Film with and Creative Writing

Drama Production with Creative Writing and Video Production

Drama Production with English Studies and Creative Writing

Drama Production with Film Studies and Media Studies

Drama Production with Film and Video Production

Drama Production with Media Studies and Creative Writing

Drama Production with Media Studies and English Studies

Drama Production with Media Studies and Video Production

Drama Production with Film Studies and English Studies  
English Studies with Film  
English Studies with Drama Production and Creative Writing  
English Studies with Media Studies  
English Studies and Drama Production  
English Studies with Media Studies and Drama Production  
English Studies and Visual Culture  
Film Studies  
Film Studies with Creative Writing  
Film Studies with Creative Writing and Video Production  
Film Studies and Drama Production  
Film Studies and English Studies  
Film Studies and Media Studies  
Film and Visual Culture  
Film Studies with Drama Production and Video Production  
Film Studies with Drama Production  
Film Studies with English Studies  
Film with English Studies and Drama Production  
Film Studies with Media Studies  
Film Studies with Media Studies and Creative Writing  
Film Studies with Media Studies and Drama Production  
Film Studies with Media Studies and Video Production  
Film Studies with Drama Production and Creative Writing  
Film Studies with Visual Culture  
Film Studies with Video Production  
Media Studies and Drama Production  
Media Studies and English Studies  
Media Studies and Visual Culture  
Media Studies with Creative Writing and Video Production  
Media Studies with Drama Production and Creative Writing  
Media Studies with English Studies and Creative Writing  
Media Studies with English Studies and Drama Production  
Media Studies with Film Studies and Drama Production  
Media Studies with Film Studies and Video Production  
Media Studies with Film Studies and Creative Writing  
Media Studies with Drama Production and Video Production  
Video Production and Film Studies  
Video Production and Media Studies  
Video Production and Visual Culture  
Video Production with English Studies and Creative Writing  
Video Production with Film Studies and English Studies  
Video Production with Film Studies and Media Studies  
Video Production with Media Studies and Creative Writing  
Video Production with Creative Writing and Film Studies  
Video Production with Film Studies and Creative Writing  
Video Production with Media Studies and English Studies

## Chester College of Higher Education

**Arts & Cultural Management in the Department of Performing Arts**  
**Parkgate Road, Chester CH1 4BJ**  
**United Kingdom**

**Director:** Professor Tim Wheeler

**Phone:** +44 1244 375444

**Fax:** +44 1244 392820

**E-mail:** kmsmith@chester.ac.uk

**Web site:** www.chester.ac.uk

### Background, orientation and purpose

Chester College is a college of the University of Liverpool. It was founded in 1839, originally to prepare young men for the teaching profession. It now consists of five separate academic schools: Arts & Humanities, Business, Education, Science & Health, and Nursing & Midwifery.

Arts & Cultural Management is a programme run by The Department of Performing Arts in the School of Arts & Humanities. Students combine the programme with studies in one of the following areas: Dance, Drama, Media for Performance, English Literature, Fine Art, Art History, Heritage Management, or Business Studies.

### Programme(s) and qualification(s)

BA in Arts & Cultural Management (Combined Studies).

BA in Heritage Management (Combined Studies).

MA in Performance Practice.

### Duration

BA in Arts & Cultural Management (Combined Studies)/3 years (full-time).

BA in Heritage Management (Combined Studies)/3 years (full-time).

MA in Performance Practice / 1 year (full-time)/2 years (part-time).

### Content

Arts & Cultural Management Programme:

The main objective is to produce people who can create bridges between artists and audiences: arts and cultural managers who use their skills, experiences and ingenuity to present arts and culture to the public.

BA in Heritage Management:

The main objective is to produce informed potential managers of heritage-related sites and events. The deadline for applications is in December each year for the following academic year.

MA in Performance Practice:

The main objective is to encourage the interplay between theory and practice in the performing arts. Applications are accepted year round. Intake is in October.

### International/European dimension

The programme is international in scope. The Programmes in Arts & Cultural Management and Heritage Management have well-established links with institutions in Finland, France, Belgium, Ireland and Hungary, and the LODIS project. Students are encouraged to take advantage of the opportunities to work/study abroad that the programme offers in the second year of study. The institution is an associate member of ENCATC and a member of ELIA.

## **Evaluation and assessment**

Arts & Cultural Management Programme/ MA in Performance Practice :

Student performance is evaluated through research, a final paper/thesis and practical work/internship.

BA in Heritage Management:

Student performance is evaluated through examinations, papers, a final paper/thesis and practical work/internship.

## **Lecturers**

All permanent staff are academics with experience working professionally in the field of arts and cultural management. The persons responsible for the study programmes are Kate Malone Smith (BA in Arts & Cultural Management), James Pardoe (BA in Heritage Management) and Dr Peter Harrop (MA in Performance Practice).

## **Entry requirements**

Arts & Cultural Management Programme/ BA in Heritage Management

Applicants should have a secondary school certificate and they should be 18 or older.

MA in Performance Practice

Applicants should have good first degree and professional experience.

## **Student profile**

In the BA Programmes, the average age is 19; there are also some mature and overseas applicants.

In the MA Programme, the average age of students is 30 or older and they are often professionals in their field. International students comprise approximately 20 percent of all students.

## **Number of students admitted**

BA - Maximum of 30 per year.

MA - Maximum of 20 per year.

The Performing Arts Department has approximately 400 students.

## **Course fee**

BA: UK and EU students - EUR 1,720 per annum; non-EU - EUR 10,464.

MA: UK and EU students - EUR 1,760 (176 per module); non-EU - EUR 10,464.

## **Grants or other financial support**

There are occasional scholarships.

## City University

**Arts Policy & Management**  
**Frobisher Crescent, Barbican**  
**London EC2Y 8HB**  
**United Kingdom**

**Director:** Prof. Eric Moody (Department)

**Phone:** + 44 20 7040 8751

**Fax:** + 44 20 7040 8887

**E-mail:** artspol@city.ac.uk

**Web site:** www.city.ac.uk/artspol

### Background, orientation and purpose

The Department of Arts Policy and Management at City University was established in 1974. It is unique in the British university system. It is a large and growing postgraduate department, now in its 27th year, which specialises in teaching and research covering arts policy-making, arts criticism, and a broad range of arts, heritage and cultural management subjects. The Department offers a unique opportunity to engage in research in these areas, and also offers taught courses of particular interest to arts managers, government officials, arts planners, arts management consultants, educationalists in the arts, information and resources officers, museum and gallery curators, critics, artists and entrepreneurs in the arts and cultural sector. Its aim is:

- to provide rigorous postgraduate courses in the management of the arts, heritage and culture;
- to provide teaching which is informed by current professional practice and research;
- to provide a well-resourced learning environment;
- to provide the underpinning knowledge necessary for dealing with managerial and/or critical situations in a changing cultural sector;
- to maintain professional networks;
- to ensure recognition and validation from relevant professional bodies in the UK and abroad;
- to provide for students and staff an environment which demonstrates and encourages the links between teaching, research and professional practice; and
- to demonstrate the links between policy, management and criticism

### Programme(s) and qualification(s)

MA in Arts Criticism.

MA in Arts Criticism and Management.

MA in Arts Management.

MA in Museum and Gallery Management.

Post Graduate Diploma in Cultural Management.

### Duration

MA in Arts Criticism/1 yr (full-time)/2 years (part-time)/4 years modular.

MA in Arts Criticism and Management/1 year (full-time)/2 years (part-time)/4 years modular.

MA in Arts Management/1 yr (full-time)/2 years (part-time)/4 years modular.

MA in Museum and Gallery Management/1 year (full-time)/2 years (part-time)/4 years modular.

Post Graduate Diploma in Cultural Management/1 year (full-time)/2 years (part-time).

### Content

MA in Arts Criticism:

The main objective is to consider the problems and challenges of contemporary arts criticism within the context of the institutional setting in which art and criticism emerge. The deadline for applications is usually in April.

#### MA in Arts Criticism and Management:

The main objective is to serve the needs of those who wish to combine the skills and knowledge needed for an arts management role with a deeper understanding of the aesthetic judgements involved. The deadline for applications is usually in April.

#### MA Museum and Gallery Management:

The main objective is to serve the needs of those whose major interest is in working at the levels of policy making and implementation and/or in management/administration in galleries, museums and similar organisations in the public and/or private sector. The deadline for applications is usually in April.

#### MA in Arts Management:

The main objective is to serve the needs of those who want to develop their management skills and their knowledge and understanding of cultural and arts governance and funding systems, particularly in the UK but also elsewhere. The deadline for applications is usually in April.

#### Post Graduate Diploma in Cultural Management:

The objectives of the Post-graduate Diploma in Cultural Management are:

to teach the theory and practice of cultural management;

to develop management skills in a variety of art forms and institutions in the UK and abroad;

and to provide guidance on professional development.

The deadline for applications is usually in March/ April.

### **International/European dimension**

The Department was a founder member of ENCATC and runs an ERASMUS/SOCRATES-funded scheme for student mobility, as well as an annual intensive International Study Week.

### **Special information**

From time to time, the Department organises conferences and seminars on a range of related themes, often with an international focus.

### **Evaluation and assessment**

MA in Arts Criticism/MA in Arts Criticism and Management/MA in Arts Management/MA in Museum and Gallery Management Work:

Student performance is evaluated through examinations, papers and final paper/thesis.

Post-graduate Diploma in Cultural Management:

Student performance is evaluated through examinations, papers, research, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 10, all of whom are women. They are all permanent. There are 6 regular visiting lecturers who offer a series of teaching sessions, together with 20 regular one-off visitors and occasional visitors. The persons responsible for the study programmes are Dr Juliet Steyn (MA in Arts Criticism/ MA in Arts Criticism and Management), Ms Ana Gaio (MA in Arts Management), Ms Vicky Woollard (Museum and Gallery Management) and Alison Meyric Hughes (Post Graduate Diploma in Cultural Management).

### **Entry requirements**

MA in Arts Criticism/MA in Arts Criticism and Management/MA in Arts Management/MA in Museum and Gallery Management Work:

Applicants should have experience in a relevant field together with an honours degree or equivalent qualification.

Post-Graduate Diploma in Cultural Management:

Applicants should be adult, post-experience postgraduate, usually aged 23 - 50. They should have one or two years work experience in the cultural field. Occasionally, students without a degree are accepted, but they should have extensive and relevant experience and background.

## **Student profile**

Students are university graduates from the UK and abroad.

## **Number of students admitted**

MA in Arts Criticism/ MA in Arts Criticism and Management - current number of students is 4 to 12.

MA in Arts Management - current number of students is 25 to 35.

MA in Museum and Gallery Management - current number of students is 15 to 25.

Post Graduate Diploma in Cultural Management- current number of students is 33.

## **Course fee**

UK & EU students:

Full time (one year) 5,700 USD

Part time (two years) 2,850 USD

Others:

Full-time (one year) 13,250 USD

Part-time (two years) 6,620 USD

## **Grants or other financial support**

A number of British Council scholarships are awarded (via applicant's country of origin).

## Courtauld Institute of Art

**Somerset House**  
**Strand, London WC2R 0RN**  
**United Kingdom**

**Director:** Prof. E. Fernie (until 05/01/03), Prof. J. Cuno (from 06/01/03)

**Phone:** +44 (0)20 7848 2777

**Fax:** +44 (0)20 7848 2410

**Web site:** [www.courtauld.ac.uk](http://www.courtauld.ac.uk)

### Background, orientation and purpose

The Courtauld Institute of Art, established in 1932, aims to advance the understanding of human history through the study and enjoyment of the visual arts, and thereby to enhance its position as one of the world's leading centres of intellectual enquiry in the subject.

These aims will be achieved by:

- Providing an international centre and forum to undertake and exchange advanced research in the history and conservation of art;
- Supporting our students at every level through specialised small-group teaching, exceptional resources, and direct study of works of art using the great collections and buildings of London, the United Kingdom and abroad;
- Providing through special exhibitions and the display of our world-class collections opportunities for education, research enjoyment and training;
- Providing access to and stimulating interest in the visual arts for primary and secondary school children and those engaged in life-long learning; and
- Providing sustainable growth for our libraries, archives and collections as resources for teaching and research, and to reach new audiences in innovative ways.

### Programme(s) and qualification(s)

BA History of Art.

Postgraduate Diploma in the History of Art.

MA History of Art.

Postgraduate Diploma in the Conservation of Easel Paintings.

MA in the Conservation of Wall Paintings.

MPhil/PhD.

### Lecturers

The number of teaching personnel is 30. Twenty-one are permanent and the rest are visiting.

### Course fee

For full-time undergraduate students, 2002-3

Home and EU students £1,100 per annum

Overseas students £8,400 per annum. Fee levels for 2003-4 will be confirmed in January 2003.

For postgraduate students, 2002-3, subject to review.

### Grants or other financial support

Available.



## Coventry University

**Priory Street**  
**Coventry CV1 5FB**  
**United Kingdom**

**Director:** Shaun Hides

**Phone:** +44 2476 888 618

**Fax:** +44 2476 888 667

**E-mail:** avx059@coventry.ac.uk

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

MA Cultural Policy.

## CROYDON COLLEGE

***Fairfield Campus, College Road,  
Croydon, CR9 1DX.***

**Phone:** +44 (0) 20 8 686 5700

**Fax:** +44 (0) 20 8 760 5880

**Email:** info@croydon.ac.uk

### **Programme(s) and qualification(s)**

Art and Design, New Media and Performing Arts

ASVCE\*/AVCE\*/AVCE (Double Award) in Performing Arts

MODE OF STUDY FT

FE LEVEL 3

### **Duration**

ASVCE\*/AVCE\* 1 year or AVCE (Double Award) 2 years

### **Content**

These are broad-based Performing Arts programmes consisting of 3 units (ASVCE), 6 units (AVCE) and 12 units (AVCE Double Award). These programmes are ideal for those students with performing or stagecraft experience who want to pursue a career in the Performing Arts industry, or who want to progress onto an HNC/HND or Degree level programme in Dance, Stage Management, Theatre, Arts Administration or Sound Engineering and Recording. There will be plenty of practical experience in the many productions that students will be involved in. The subjects covered include:

Acting;

Arts Administration;

Dance;

Music Performance and Technology;

Performance and Production Techniques;

Recording;

Singing;

Stage Management; and

Stagecraft Setting.

\*Subject to demand and timetables, these qualifications could be combined with AS/A level, ASVCE/AVCE/AVCE (Double Award), BTEC National Award/Certificate/Diploma qualifications from different subject areas.

### **Entry requirements**

Applicants will have met one of the following entry requirements: 4 GCSEs at grades A\* - C; or GNVQ Intermediate in Performing Arts; or other recognised UK/overseas-related Level 2 qualifications. Applicants will also be invited to attend an interview and undertake an audition in at least one of the performance areas: Dance, Drama or Music.

### **Fee**

Free to UK and EU residents aged 16 -18

Overseas fee - £4,100 per year

Additional costs - There will be some additional expenses for materials.

## **Programme(s) and qualification(s)**

Art and Design, New Media and Performing Arts

GNVQ Intermediate in Performing Arts

MODE OF STUDY FT

FE LEVEL 2

## **Duration**

1 year

START DATE(S): September

AWARDING/VALIDATION BODY

Edexcel

## **Content**

This programme is for those students interested in performing and who want to pursue a career in the Performing Arts Industry, or who want to progress onto an ASVCE/AVCE/AVCE(Double Award) in Performing Arts or equivalent Level 3 qualifications. There will be plenty of practical experience in the many productions that students will be involved in. The subjects covered include:

Acting;

Dance;

Music Performance and Technology;

Performance and Production Techniques; and

Stage Management.

## **Entry requirements**

Applicants will have met one of the following entry requirements: 2 GCSEs at grades A\* - D; or Other recognised UK/Overseas related Level 1 qualifications.

## **Fees**

Free to UK and EU residents ages 16 - 18

Overseas fee - £4,100 per year

Additional costs - There will be some additional expenses for materials.

## Cumbria College of Art and Design

**Brampton Road**  
**Carlisle, Cumbria CA3 9AY**  
**United Kingdom**

**Phone:** +44 1228 400 300

**E-mail:** [q@cumbriacad.ac.uk](mailto:q@cumbriacad.ac.uk)

**Web site:** [www.cumbriad.ac.uk](http://www.cumbriad.ac.uk)

**Tutor:** Dr. David Wilson

### Programme(s) and qualification(s)

Course in Heritage Management, with Archaeology, History, Art History, Tourism or Environmental Management as combinations.

UCAS Code Joint Honours

### Contents

Year One:

You will examine the broad definitions of heritage, together with philosophical and ethical issues. You will also be introduced to the practices involved in heritage management. This is achieved by observing and analysing active heritage management, through visits and guest speakers.

Year Two:

You will focus on two main modules in the second year. The Preservation and Conservation module investigates the theory and practice of managing heritage resources in sites and collections, covering issues including care, documentation, preventive conservation and presentation.

In Communication, Interpretation and Education you will examine ways in which the significance of managed resources is communicated through interpretation and education services.

Year Three:

The final year concentrates on developing advanced skills in heritage management. One module focuses on business aspects, such as fiscal and human resource management and marketing. The second will consolidate your learning through a negotiated project, which can be completed in tandem with the core dissertation module.

### Entry requirements:

Most students will have studied history, or a related subject, at A level. However, we also welcome applicants with different qualifications but with a strong and proven interest in heritage.

Not all applicants are asked for interview, but everyone is welcome to visit or telephone us to discuss the course and their plans.

## Dartington College of Arts

**Totnes**

**Devon TQ9 6EJ**

**United Kingdom**

**Phone:** +44 1803 861638

**Fax:** +44 1803 866053

**E-mail:** t.warr@dartington.ac.uk

**Web site:** www.dartington.ac.uk

### Background, orientation and purpose

Dartington College of Arts, founded in 1961, is a university sector college specialising in contemporary performance arts and arts management. Its mission is to be at the centre of education, research and development in contemporary performance arts and to provide opportunities for creative contributions within a changing world. Arts Management at Dartington is arts management for artists.

### Programme(s) and qualification(s)

BA (Hons) in Arts Management with specialisation in:

Music/Music (performance)/Music (composition)/ Performance Writing/Visual Performance/Theatre.

MA in Arts Management.

MPhil, PhD in Arts Management.

### Duration

BA (Hons) in Arts Management - 3 years (full-time).

MA in Arts Management - 1 year (full-time)/2 years (part-time).

MPhil, PhD by research.

### Content

BA (Hons) in Arts Management:

- legal, financial and marketing aspects of performance (10 credits);
- management of self and others (10 credits);
- introduction to cultural policy (10 credits);
- politics and practicalities of fundraising (10 credits);
- two arts management modules (20 credits each), for a performance arts subject WITH arts management degree: cultural policy in practice; arts management in practice; in addition, contextual enquiry project (off-campus work) (20 or 40 credits) and written research project (20 or 40 credits) for an arts management WITH performance arts subject degree; and
- electives.

MA in Arts Management:

- diagnostics and methodologies (20 credits);
- questions of practice (20 credits);
- cultural policy (20 credits); and
- dissertation and practice totalling 120 credits.

### International/European dimension

The institution is a member of ENCATC.

## **Entry requirements**

BA (Hons) in Arts Management:

Students are accepted on the strength of their performance arts subject; requirements vary, but are based on two "A" levels or equivalent.

MA in Arts Management:

Applicants should have a degree or equivalent experience.

## **Student profile**

Students are from the United Kingdom and abroad. Average age is 21.

## **Number of students admitted**

30 or more per year.

## **Course fee**

BA (Hons) in Arts Management: £1,050 = approximately EUR 1,680 / year.

MA in Arts Management: £2,740 = approximately EUR 4,384 / degree.

## **Grants or other financial support**

Domestic students have access to grants that can be used for fees, and loans for living costs. All are dependent on eligibility. There are also access and hardship funds, and supplementary grants for particular students, e.g. those with a disability.

## De Montfort University

***Clephan Building, the Gateway  
Leicester LE1 9BH  
UK***

**Contact:** Promotion & Recruitment Centre  
**Phone:** +44 116 2506199 or +44 116 257-7196  
**Fax:** +44 116 2577199  
**Email:** huadmiss@dmu.ac.uk

### Programme(s) and qualification(s)

Arts Management (BA Honours).

### Content

Artists, bands, producers, performers and artists of all types needs arts managers to reach their audiences and the Arts Management degree is aimed at creating the entrepreneurs of the future. Arts Management is an applied subject, so in addition to understanding academic debates, students also have the chance to demonstrate their practical skills through placements and project work. The degree is based around 6 topics: cultural management, cultural policy, arts marketing, finance, personal management and research methods. Years two and three enable students to become more focussed and specialised.

### Duration

3 years full-time, 6 years part-time.

### International/European dimension

The university works in co-operation with European partners through the SOCRATES programme with Germany and the Netherlands.

### Entry Requirements

We accept a variety of qualifications, including the International Baccalaureate and the European Baccalaureate. Please contact the school for details. Students must also have good English language abilities. An IELTS or TOEFL qualification may be required.

### Fees

For undergraduate programmes, EU students pay the same as UK students. For 2003/4, this is £1125 per year.

## De Montfort University

**Contact:** Humanities Graduate Centre

**Phone:** +44 116 250-6470

**Fax:** +44 116 250-6130

**Email:** hsspgrad@dmu.ac.uk

### Programme(s) and qualification(s)

European Cultural Planning MA.

#### Content

The MA aims to develop a critical understanding of cultural planning in selected European countries and explores the use of cultural resources in Europe for the integrated developments of towns, regions and countries. The MA is aimed primarily at professionals and researchers operating in Britain and abroad, in arts administration and practice, cultural policy making, the media, tourism, the sports and leisure industries, local economic development, urban regeneration, architecture, landscape design and urban and regional planning.

#### Duration

2 years part-time.

#### International/European dimension

The university works in co-operation with European partners through the SOCRATES programme with Germany and the Netherlands.

#### Entry Requirements

Applicants should usually possess a 2.1 honours degree in a related discipline or equivalent and a suitable level of English language.

#### Fees

£1800.00 per year for 2003/4.



## De Montfort University

Contact Details: Bedford (B)

Bedford Admissions

**Tel:** (01234) 793 279

**Email:** Bed-admissions@dmu.ac.uk

Associate and Linked Colleges

Leicester College (G)

**Phone:** (0116) 224 4100

Tresham Institute (U)

**Tel:** (01536) 410 252.

### Programme(s) and qualification(s)

Leisure Management

HND/HNC

Mode: 2 years full-time HND

UCAS Code: 182N

### Content

The programme provides a chance for students to study management in the context of leisure provision in the United Kingdom. It covers management principle issues - encompassing such areas as human resource management, finance, and strategic management - and places them in the context of Leisure and Amenities Management.

The programme has a significant research focus, which allows students to gain skills associated with conducting independent research. It also requires students to complete a project which focuses on a relevant vocational issue.

The programme is run across two years and students in the first year undertake introductory modules that outline the key concepts and materials they will later apply to their vocational interests and their research project. In the final year, students are required to complete a project - a substantial piece of research that focuses on an issue of the student's choosing. The piece is assessed by the submission of a report.

The final year modules are more applied in their focus and require students to integrate the information and knowledge gained in the first year with key issues associated with the delivery of leisure, both in terms of the public and private sector provision.

A strong emphasis of the programme is work placement. Students gain valuable work experience in a relevant environment, and they have the chance to apply some of the conceptual material they have gained in the early part of the course.

Teaching/Assessment:

The programme's range of activities develop students' knowledge of leisure management and the skills needed to study and research leisure management. The strong vocational emphasis of the programme is typified by students having to complete a work placement. This, like the project, is an independent piece of work and requires students to demonstrate skills associated with being able to collect information, analyse it and produce a report.

The taught modules on the programme are delivered through a series of lectures with supporting seminars and workshops. Students are encouraged to get involved in group work and enter into discussion about the issues, and their application to leisure is a key feature of the teaching strategies used on this programme. Assessments are a combination of coursework, exercises, presentations and some examinations.

### **Typical Offers**

100-180 points from a minimum of one Advanced GCE or Advanced Vocational GCE equivalent units.  
EDEXCEL (BTEC) - Merit profile.

### **Entry Requirements**

During Clearing the entry requirements for courses change. For further information on entry requirements for this course during Clearing, please telephone 08459 45 46 47.

## De Montfort University

**Phone:** (01234) 793 347 or (01234) 793 279

**Fax:** (01234) 793 277;

**Email:** rbrannen@dmu.ac.uk or Bed-admissions@dmu.ac.uk

### Programme(s) and qualification(s)

Performing Arts

HND/BA Honours (single)

Mode: Full-time Part-time

UCAS Code: HND: 234W; BA: W431

### Content

Performing Arts is offered as a single honours BA course (3 years full-time) and a Higher National Diploma course (2 Years full-time). For these two courses all the modules you take are concerned with your knowledge and performance practice of dance and theatre. Many students successfully transfer from the HND to BA programmes.

The study of Performing Arts (Dance and Theatre) focuses upon contemporary practice. Courses draw upon current developments towards the integration of Dance and Theatre practically and theoretically and challenge traditional perceptions of the two as separate disciplines. All students participate in production work, both tutor-led and as a company, with increasing responsibility for artistic decision making and management. This central performance work is supported by modules which deal with performance skills, theoretical understanding and the application of technique and knowledge in a variety of contexts.

Performing Arts courses at Bedford are strongly supported by the performance programme at the campus-based Bowen West Theatre, which stages new theatre and dance productions throughout the year. The exciting range of work presented at the theatre by professional companies continually provides references for study and frequently the opportunity to work with professional practitioners. Students benefit enormously from performing their work within this professional theatre environment. A large and newly refurbished Dance Studio also provides an exciting performance venue.

Bedford Corn Exchange plays host to other theatre, music and comedy events, whilst the arts in London, Cambridge and the Midlands are easily accessible. The team includes staff with professional experience as performers, choreographers, artistic directors, theatre managers and administrators. Staff publications in recent years include books, articles and plays. Involvement in performing arts practice and research means that staff expertise remains contemporary and relevant. Areas of expertise include; interdisciplinary performance, physical theatre, cultural theory, the politics of performance, contemporary playwrights, experimental British theatre, contact improvisation and choreographic practice.

Teaching/Assessment:

A wide range of teaching methods are employed. They emphasise the importance of practical investigation whilst understanding theoretical concerns which support this practice. The balance of practice to theory depends upon the modules you choose to take. Most involve both practical and theoretical. Each assessed performance is supported by written work. The HND course places greater emphasis upon the practical. There are no written examinations for either course.

### Duration

HND - 2 years full-time, 4 years part-time. BA - 3 years full-time, 6 years part-time.

## **Entry Requirements**

Advanced GCE –

80-120 points for the HND including one Advanced GCE

Advanced GCE –

160-200 points for the BA

Applicants are required to attend a practical selection day. Mature candidates without standard entry requirements are welcome to apply.

## Edinburgh's Telford College

**Crewe Toll**  
**Edinburgh EH4 2NZ**  
**United Kingdom**

**Phone:** +44 131 332 2491

**Fax:** +44 131 343 1218

**E-mail:** mail@ed-coll.ac.uk

**Web site:** www.ed-coll.ac.uk

### Background, orientation and purpose

CONFERENCE AND EVENT MANAGEMENT HND

Overview: 2 years full-time starting in February or September.

The HND Conference and Event Management is a dynamic and specialist course which has been designed to provide education and training in a wide variety of areas such as Entertainment, Conferences, Exhibitions, Specialist Events, for example Festivals, Sports Events, Marketing Services and Sponsorship.

### Content

HND year 1:

All students take core units in: Conference Organisation, Conference Production, Supervision, Work Placement, Managing an Event, Information Technology, Marketing, and Communication.

Optional Units: Training Food Service, Front Office, Entrepreneurial Skills, Live Performance Management, DTP, Advertising, Audio Visual, Public Relations, Finance, Marketing, Quality and Languages.

HND year 2:

All students take core units in: Applying Conference and Exhibition Management Skills, Communication through Electronic Information Networks, Developing the Individual within a Team, Control Systems, Marketing, Legal Issues and Business Planning.

Optional units are: Entrepreneurial Skills, Live Performance Management, Desktop publishing, and Public Relations. Audio Visual Presentations, Entertainment Organisation, Financial Accounting, Research Topic, Arts in Context, Training Skills, Food and Beverage Service, Front Office Procedures, and Languages.

Assessment will be continuous throughout the course, will vary according to the subject being studied and will involve work assignments, written tests, oral/aural tests and group exercises.

### Entry Qualifications

National Certificate in an appropriate area (minimum of 12 modules) or 2 SCE 'H' Grades.

Mature applicants or people in full-time employment are considered on the basis of their previous qualifications and work experience.

### Programme(s) and qualification(s)

CONFERENCE AND EVENT MANAGEMENT HNC:

**Overview:** 1 year full-time or 2 years part-time starting in February or September. The HNC can also be studied by open learning, in which case students may start at any time during the academic year.

In recent years there has been an increase in the development of major venues - such as the Edinburgh International Conference Centre - in the number of small promotion and events companies, and in events employment linked to charities and the voluntary sector. The HNC Conference and Event Management is a dynamic specialty course designed to provide education and training in a variety of areas such as entertainment, conferences, exhibitions, special events (such as festivals and sporting events), marketing services and sponsorship.

## **Content**

All students take core units in: Conference Organisation, Conference Production, Supervision, Work Placement, Managing an Event, Information Technology, Marketing, and Communication.

Optional Units: Entrepreneurial Skills, Live Performance Management, Desk Top Publishing, Public Relations, Audio Visual Presentations, Entertainment Organisation, Financial Accounting, Research Topic, Arts in Context, Training Skills, Food and Beverage Service, Front Office Procedures, and Languages.

## **Entry Qualifications**

Either a relevant SQA National Certificate programme with a minimum of 12 modules, including Communication 4, or a minimum 2 SCE 'H' Grades, including English or a language-based subject such as Economics, Modern Studies, or Communication 4.

Mature applicants, who may not have formal entry requirements, are considered individually on their merits.

## EUCLID International

**46-48 Mount Pleasant  
Liverpool L3 5SD  
United Kingdom**

**Director:** Mr Geoffrey Brown

**Phone:** +44 151-709 2564

**Fax:** +44 151-709 8647

**E-mail:** info@euclid.info

**Web site:** www.euclid.info

### Background, orientation and purpose

EUCLID provide consultancy, development, research and evaluation services to the cultural sector. EUCLID are also the official EC Cultural Contact Point in the UK for Culture 2000, providing support and assistance for potential applicants to this programme, and guidance on other EU funding opportunities for the cultural sector.

### Programme(s) and qualification(s)

CULTURE EURO (CULTUREURO) seminars and workshops (non-formal education).

### Duration

CULTURE EURO - seminar - 1 day.

CULTURE EURO - workshop - .5 day.

### Content

CULTURE EURO - seminar

The seminars last one day and cover funding opportunities from the EU (Structural Funds, Transnational Funds). The main fields for training are international cultural cooperation and cultural policy. Upcoming seminars will focus on the English regions, Scotland, Wales and Northern Ireland. There is no deadline for the seminar.

CULTURE EURO - workshop

The workshops last half a day and focus on how to make a Culture 2000 application. The main fields of training are international cultural cooperation and cultural policy. Upcoming workshops will focus on the English regions, Scotland, Wales and Northern Ireland. There is no deadline for the workshop.

### International/European dimension

The institution is a member of such international bodies as ENCATC and INCD.

### Special information

None.

### Lecturers

The number of teaching personnel is two, both of whom are permanent. There are no women among the teaching personnel. The person responsible for the course is Mr Geoffrey Brown.

### Entry requirements

No requirements.

### Number of students admitted

Varies from 7 to 60.

### **Course fee**

CULTURE EURO - seminar - £80 (122 USD) for the full-day seminars.

CULTURE EURO - workshop - £30 (46 USD) for half-day workshops.

### **Grants or other financial support**

In some of the regions, delegates can receive subsidies from their Regional Arts Board.

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## **Farnborough College of Technology**

***Boundary Road***

***Farnborough, Hampshire***

***GU14 6SB***

***United Kingdom***

**Phone:** +44 1252 407000

**Fax:** +44 1252 407041

**E-mail:** [info@farn-ct.ac.uk](mailto:info@farn-ct.ac.uk) / [www.farn-ct.ac.uk](http://www.farn-ct.ac.uk)

Web site: NULL

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Arts, Entertainment and Event Management.



## Goldsmiths College University of London

### ***Drama Department***

***Goldsmiths College, Lewisham Way, New Cross***

***London SE14 6NW***

***United Kingdom***

**Director:** Course Director Gerald Lidstone

**Phone:** + 44 (0) 207 919 7424

**Fax:** + 44 (0) 207 919 7413

**E-mail:** g.lidstone@gold.ac.uk

**Web site:** www.goldsmiths.ac.uk

### **Background, orientation and purpose**

Goldsmiths College University of London was established in 1891 and specialised training in cultural management started in 1990. Goldsmiths is a specialist college within the University of London that has as its focus the study of creative, cognitive, cultural and social processes, coupled with a commitment to lifelong learning. It values equally its international reputation for research, scholarship and teaching and its tradition of working with and for the people of South East London. The College pursues excellence in a distinctive combination of disciplines: visual, literary and performing arts; social, behavioural and computing sciences; design, the humanities and educational studies.

Many students on the programme come from overseas and make a valuable contribution to the learning environment by providing an international perspective on cultural issues from their respective countries. In addition staff in the Drama department have considerable experience of working and researching internationally in areas that are directly relevant to the programme.

### **Programme(s) and qualification(s)**

MA Arts Administration and Cultural Policy.

### **Duration**

MA Arts Administration and Cultural Policy - 1 year full-time (12 months from September to September); 2 years if part-time.

### **Content**

MA Arts Administration and Cultural Policy:

This programme aims to enable students to reach their potential as a creative arts administrator in both areas of policy and practice. Subjects studied include Arts Policy and Practice in Europe, Arts Education, Regeneration through Arts, Arts and Tourism and the Role of Arts in National and Cultural Identity. Specialist modules are also offered in Audience Development, Fundraising, Business Planning for the Arts and Management Practice. Students also have the opportunity to undertake a placement in an arts organisation. Students may take a music pathway through this programme; where options are available for shared theory courses they can take equivalent courses offered on the MMus programme. Teaching is in English, and language courses in academic English are offered.

### **International/European dimension**

Goldsmiths cooperates with European organisations, e.g. EIIA and CONCEPTS. It is a member of ENCATC. The office of the British Centre of the International Theatre Institute is based at Goldsmiths.

### **Evaluation and assessment**

The programme is evaluated annually by external examiner reports and the Quality Affairs department of the University of London. This includes student evaluation and monitoring. The course and the department are subject to the national reviews for research and teaching applicable to all UK universities. Degrees are issued by the University of London.

## **Lecturers**

The programme uses over 60 lecturers. Key staff are Gerald Lidstone BA MA ATC Dr.h.c FRGS; Rod Fisher of Intelligence for Culture; G. Morris MBA of Morris, Hargreaves McIntyre; Mary Claire Halvorson, Director of Professional Development PACE; and Jonathan Meth, Director Writernet.

## **Entry requirements**

MA Arts Administration and Cultural Policy:

A good first degree is required; or an applicant needs to have appropriate experience and pass an entrance examination. There is no age limit.

## **Student profile**

All students hold a university degree in related subjects.

## **Number of students admitted**

Approximately 30.

## **Course fee**

Fees for 2002-2003 (as a guide) were:

Home and EU students: £2,870 (full-time), £1,435 (part-time).

Overseas (non-EU) students (full-time only): £7,845.

## **Grants or other financial support**

AHRB, for UK students.

Overseas students: Four scholarships are available on the Goldsmiths Postgraduate Scholarship Scheme, which is open to all postgraduate students at Goldsmiths. *Please e-mail j.smith@gold.ac.uk for details.* Overseas students may also be eligible to apply for the following, which are open to those wishing to undertake postgraduate study in the UK: British Chevening Scholarships, British Marshall Scholarships, Commonwealth Scholarship and Fellowship Plan and the Overseas Research Students Award Scheme.

## Hull University-Scarborough Campus

***School of Arts/Theatre Studies  
60 Filey Road  
Scarborough YO11 3AY  
United Kingdom***

**Director:** Noel Witts

**Phone:** +44 7786682771

**E-mail:** N.Witts@hull.ac.uk

**Web site:** [www.hull.ac.uk](http://www.hull.ac.uk)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Arts Management.

## **ILAM - Institute of Leisure and Amenity Management**

***Professional Development Department***

***ILAM House***

***Lower Basildon***

***Nr Reading, Berkshire RG8 9NE***

***United Kingdom***

**Director:** Mr A. Worthington (Chief Executive of ILAM)

**Phone:** +44 01491 874800

**Fax:** +44 01491 874801

### **Background, orientation and purpose**

The Institute of Leisure and Amenity Management was established in 1983. ILAM is the professional body for the leisure industry in the United Kingdom. The objective with which the Institute is established, as stated in its memorandum of association, is: To advance public education by the promotion of lectures, courses of instruction and other educational facilities to improve and extend the knowledge and efficiency of those persons engaged in all aspects of leisure and amenity management.

### **Programme(s) and qualification(s)**

There are five levels to the Institution's Professional Qualification Scheme:

- First Award
- Certificate in Leisure Operations
- Certificate in Leisure Management
- Diploma in Leisure Management
- Advanced Diploma in Leisure Management

The Institute also offers a number of Continuing Professional Development short courses and awareness events.

### **Content**

The Professional Qualification Scheme is achieved through a combination of assignments and examinations. The Qualification is completed through guided self-study and college attendance is not necessary. Currently, registration for the Scheme occurs annually in November, with examinations in June. However, the Institute will be changing the registration date and candidates will be able to register at any time of the year. There will be two examination dates annually instead of one.

### **Special information**

There is an ILAM bookshop where members of the Institute can purchase books at a discounted price. ILAM also has their own weekly publication, leisure news and jobs and monthly journal, The Leisure Manager.

### **Evaluation and assessment**

Student performance is evaluated through guided self-study culminating in assignments and annual examinations.

### **Entry requirements**

Depending on the level of qualification being attempted, past qualifications, HNDs, degrees, etc. will be assessed. Each level of the ILAM Scheme has certain pre-entry requirements; for example, HND level is on a par with the ILAM Certificate in Leisure Management. However, if no formal qualifications are held, we operate a Recognition of Prior Experience Scheme whereby a candidate's past history, areas of responsibility, job title and positions of responsibility, etc. will be looked at.

### **Student profile**

At present, students are from the United Kingdom only.

### **Course fee**

Each level commands a different fee. For example, the registration fee for the Certificate in Leisure Management is £125; exam fees are £50. In addition, membership in the Institute is necessary before students can enroll in the Qualification Scheme.

### **Grants or other financial support**

None.

## Ironbridge Institute

***Ironbridge Gorge Museum  
Coalbrookdale  
Telford TF8 7AW  
United Kingdom***

**Director:** Dr Roger White (Academic Director), David de Haan (Programme Director)

**Phone:** +44 1952 432751

**Fax:** +44 1952 432237

### Background, orientation and purpose

The Ironbridge Institute, established in 1980, aims to provide core training in the essential managerial skills required by those employed in the heritage sector. It does this by providing training grounded in relevant and up-to-date practical experience in the real world. The training is delivered by those working in the sector or by visits examples of the best practices. The goal is to introduce students to the essential core competencies required by the field so they can be equipped with the necessary skills to succeed.

### Programme(s) and qualification(s)

Postgraduate Diploma / MA in Heritage Management.

Heritage Conservation.

World Heritage Management.

### Duration

Postgraduate Diploma / MA in Heritage Management – 1 to 4 years.

### Content

Postgraduate Diploma / MA in Heritage Management:

This course provides managers working in the museums and heritage sector with transferable skills and professional practice in four key areas: conservation, business management and finance, marketing and interpretation.

Heritage Conservation:

The deadline for applications is in August 2003.

World Heritage Management:

The deadline for applications is in August 2003.

### Evaluation and assessment

Postgraduate Diploma / MA in Heritage Management.

Student performance is evaluated through a final paper/thesis and practical work/internship.

### Lecturers

There are three teaching personnel; all are men, all are permanent. Persons responsible for the study programmes (Postgraduate Diploma / MA in Heritage Management) are David de Haan and Dr Roger White.

### Entry requirements

Applicants should have a university degree and appropriate experience.

### Student profile

Students are university graduates from the United Kingdom and abroad.

**Number of students admitted**

Postgraduate Diploma / MA in Heritage Management - the current number of students is 30.

**Course fee**

Postgraduate Diploma / MA in Heritage Management - About 4,208 USD (home students); 11,475 USD (foreign students, i.e. non-EU).

**Grants or other financial support**

Various - see University web site.

## ISAACS UK Ltd

***International Solutions for Arts And Cultural Strategies  
Consultancy Unit  
Dock Hill House, Miry Lane, Netherthong  
Holmfirth HD9 3UH  
United Kingdom***

**Director:** Ruth Churchill Dower

**Phone:** +44 (0)7967 804223

**Fax:** +44 (0) 1484 688407

### Background, orientation and purpose

ISAACS is a consultancy whose values are fundamentally rooted in supporting the professional growth of groups and individuals within a range of cultural communities. ISAACS provides specialist support in areas of lifelong learning, including arts in education, online learning, continuing professional development, and learning from European practice.

ISAACS' philosophy is about sharing skills, improving practice, and achieving a greater understanding of each other's cultures. In both policy and practice, ISAACS is wholly committed to equality, diversity and inclusion. We aim to bring about cultural change which affects people's lives, raises standards and enhances all our futures.

Objectives:

- to build sustainability, integrate good practice and provide partnership working at many levels;
- to support communities and their partners in pioneering cultural learning networks which directly meet their needs;
- to build commitment to, and integration of, lifelong learning as a part of everyday culture.

### Programme(s) and qualification(s)

Courses are commissioned by clients. More information can be obtained from the institution.

### International/European dimension

With membership of the main arts, cultural, training and educational networks across the EU (an associate member of ENCATC), ISAACS is well positioned to support a variety of partners based in the UK and other European countries. These include public and private sector entities such as government bodies, arts bodies, funders, unions, professional associations, community agencies, arts or cultural networks, regulatory bodies, or informal multi-agency partnerships working towards regional or national community programmes.

### Lecturers

There is one permanent lecturer.



## Leicester University

***Department of Museum Studies  
103-105 Princess Road East  
Leicester LE1 7LG  
United Kingdom***

**Director:** Christine Cheesman

**Phone:** +44 116 252 3963

**Fax:** +44 116 252 3960

**E-mail:** cmc17@le.ac.uk

**Web site:** [www.le.ac.uk/museumstudies](http://www.le.ac.uk/museumstudies)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Museum studies.

## Liverpool Institute for the Performing Arts

**Mount Street**  
**Liverpool L1 9HF**  
**United Kingdom**

**Phone:** +44 151 330 3084 / 3232

**Fax:** +44 151 330 3131

**E-mail:** reception@lipa.ac.uk

**Web site:** www.lipa.ac.uk

### Programme(s) and qualification(s)

BA (Hons) Arts, Music and Entertainment Management

Diploma: Bachelor of Arts degree.

### Content

- financial, marketing and human resources management,
- artist, project, programme, building & products management,
- organisational, cultural, structural and legal changes,
- contextual studies, professional development,
- design & technology,
- performance skills.

### Duration

3 years.

### Special information

LIPA delivers this programme in response to the need for adaptable, professional managers able to handle the implications of heightened public scrutiny, rapidly changing fashions, unprecedented environmental turbulence and acute economic anxiety within the contemporary arts, music and entertainment economies of the 21st century. It will also ensure that graduates will be able to hold their heads high in the boardrooms of non-arts related concerns as well as the board rooms of arts, music and entertainment companies. Entry requirements: Access is limited to 20 students annually on full-time courses. Candidates must have relevant previous experience. Formal educational qualifications is not the only criteria when considering applicants.

### Fees

Standard for UK/EU - £7,900 for overseas.

## Manchester Metropolitan University

**Department of Sociology**  
**Manchester**  
**United Kingdom**

**Director:** Derek Wynne  
**Phone:** +44 161 247 3027  
**E-mail:** d.wynne@mmu.ac.uk  
**Web site:** [www.mmu.ac.uk/h-ss/sis/eurma.htm](http://www.mmu.ac.uk/h-ss/sis/eurma.htm)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

European Urban Cultures.

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## Melton Mowbray College

**Asfordby Road**  
**Melton Mowbray**  
**Leicestershire LE13 0HJ**  
**United Kingdom**

**Phone:** +44 1664 850850  
**Fax:** +44 1644 850055  
**E-mail:** [info@melton.ac.uk](mailto:info@melton.ac.uk)  
**Web site:** [www.melton.ac.uk](http://www.melton.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Arts Management.

## metier

**National Training Organisation for the Arts & Entertainment Sector**  
**Glyde House, Glydegate**  
**Bradford BD5 0BQ, United Kingdom**

**Director:** Duncan Sones

**Phone:** +44 1274 738800

**Fax:** +44 1274 391566

**E-mail:** admin@metier.org.uk

**Web site:** www.metier.org.uk / www.creativerenewal.org.uk

### Background, orientation and purpose

Metier has a responsibility to represent the arts and entertainments industry throughout the UK. Established in 1992 (formerly the Arts and Entertainment Training Council), Metier works together with arts practitioners and employers to set National Standards for Occupational Competence, designed to help people working in the arts to increase the quality of their work, the breadth of their knowledge, and the efficiency and effectiveness of their practice. Metier's mission is 'to increase the skills of the sector', and is seen as a major innovator in lifelong learning development through a range of research activities, service provision and at the policy level. Metier's remit covers performing, visual and literacy arts, arts administration and management, facilitation and teaching, production and technical support.

### Programme(s) and qualification(s)

Creative renewal Equal programme.

### Content

There is no deadline for applications.

### International/European dimension

The institution is an associate member of ENCATC.

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## Middlesex University

**Department of Art, Design and Performing Arts**  
**Cat Hill, Barnet, Herts**  
**London EN4 8HT, United Kingdom**

**Phone:** +44 20 8411 5041

**Fax:** +44 20 8411 6528

**E-mail:** J.Purcell@mdx.ac.uk

**Web site:** www.adpa.mdx.ac.uk/programmes/BA

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

BA Music and Arts Management.

## Oxford Brookes University

**Headington Campus**  
**Gipsy Lane**  
**Oxford OX3 0BP**  
**United Kingdom**

**Phone:** +44 1865 741111

**Fax:** +44 1865 483073

**E-mail:** [prospectus@brookes.ac.uk](mailto:prospectus@brookes.ac.uk)

**Web site:** [www.brookes.ac.uk](http://www.brookes.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Arts management.

## **RCA - Royal College of Art**

***Curating Contemporary Art  
Kensington Gore  
London SW7 2EU  
United Kingdom***

**Director:** Professor Sir Christopher Frayling

**Phone:** + 44 (0) 207 590 4444

**Fax:** + 44 (0) 207 590 4500

**E-mail:** admissions@rca.ac.uk

**Web site:** www.rca.ac.uk

### **Background, orientation and purpose**

The Royal College of Art was established in 1837. The objectives of the College are to advance learning, knowledge and professional competence, particularly in the field of fine arts, in the principles and practice of art and design, in their relation to industrial and commercial processes, and in social developments and other subjects related to teaching, research and collaboration with industry and commerce.

### **Programme(s) and qualification(s)**

MA Curating Contemporary Art.

### **Duration**

2 years.

### **Content**

The course aims to offer both a vocational training and an academic study of contemporary curatorial practice, underpinned by an understanding of the wider cultural and critical context.

### **Special information**

Conferences, study trips and special exhibitions are related to the programme.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, research, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel is 110, 51 of whom are women. All are permanent. In addition, there are 450 visiting lecturers. Some visit once a week, some once a year. The person responsible for the study programme is Teresa Gleadowe.

### **Entry requirements**

Applicants should have a university degree or appropriate experience.

### **Student profile**

Students are mostly university graduates, from the UK and abroad.

### **Number of students admitted**

The current number of students is 12 or 13 in each year's group.

### **Course fee**

UK and EU: 4,359 USD per academic year.

Overseas: 23,886 USD per academic year.

### **Grants or other financial support**

Varies from year to year.

## Roehampton Institute

**Convenor: Pauline Barrie**

**Course Locations- Southlands College**

**Web site: [www.roehampton.ac.uk/pg/amma/](http://www.roehampton.ac.uk/pg/amma/)**

### **Programme(s) and qualification(s)**

MA/PGDip Arts Management (subject to approval).

### **Programme Type**

Taught Higher Degree

### **Number of Places**

Full Time: 20

### **Number of Credits**

MA: 180

PGDip: 120

### **Duration**

Full Time: MA:1 year

Part Time: MA: 2 years

Full-time: PG:Dip: 9 months

Part-time: PGDip: 18 months

Start date:

September

### **Funding Sources**

Mostly self-funded.

### **General Information**

The arts industries are an important and expanding sector of the economy currently employing more than half a million people. Expanding or diversifying organisations put new stresses and strains on existing staff who need to update their skills or re-train. This masters meets these needs by providing a vocational academic programme that covers all the necessary areas to be an efficient key member of staff within an arts organisation or to manage and professionally run a small company, or practice. The programme is also suitable for recent graduates, those at an early stage of their careers and those seeking a change of direction.

Key Areas of Study:

- Organisational Theory and Behaviour
- Management of Innovation and Change
- Government Strategy & Policies
- Case Studies Analysis
- Marketing
- Research Methods
- Optional Courses including Funding, Financial Management, Law
- Human Resource Management
- A research project

Teaching and Assessment

Teaching and learning methods include interactive lectures provided by the teaching team as well as guest lectures by a wide range of successful managers, directors, organisers, fund-raisers, art consultants and administrators working at the current cutting edge of arts management; student-led

seminars; case studies and other small group exercises; and individual support and supervision. Assessment is by a combination of coursework and examination.

### **Course Contacts**

Convenor: P. Barrie

Course Locations

Southlands College

Web: <http://www.roehampton.ac.uk/pg/amd/>

### **Programme(s) and qualification(s)**

PGDip Arts Management

### **Number of Places**

25

### **Number of Credits**

Postgraduate Diploma: 60

Course Duration

Part Time: 1 year

### **Course Times**

2 evenings per week, 7pm-9pm.

### **Funding Sources**

Mostly Self-Funding.

### **General Course Information**

The arts industries are an important and expanding economy currently employing more than 500,000 people. Many of these have training and development needs: internal promotion, career development, growth and expansion can all put new stresses and strains on existing staff. With advances in IT and the impact this is having on every arts organisation, it is important that relevant professional development courses are on offer.

The Diploma in Arts Management offers essential training in all the necessary areas to be able to manage and professionally run your own company, your own practice or be an efficient key member of staff within an arts organisation. Our students gain these skills and are able to secure better employment within the arts as a result.

Speakers & Visits:

The programme attracts a range of professional speakers from key arts organisations in the UK. These speakers offer an opportunity to hear about their working lives and the role of their organisations. Speakers over the last two years have included representatives from Nesta, Arts & Business, the Royal Opera House, the Craft Council, the Millennium Commission, the Dome, Visions, Art & Entertainment, and a range of galleries, theatres and independent arts organisations. Students are also invited on a number of external visits organised as a supplement to the programme. These provide a unique opportunity to engage with the real issues. Visits in the past have included Hampstead Town Hall (before it opened as a new multimedia arts centre), Pitshanger Manor & Gallery in Ealing, the Whitechapel, Tate Modern, Battersea Arts Centre and the Department of Culture, Media & Sport.



## **SBU - South Bank University**

***Division of Arts and Media, Faculty of Humanities and Social Science  
103 Borough Road  
London SE1 0AA  
United Kingdom***

**Director:** Professor Deian Hopkin (Vice Chancellor and Chief Executive)

**Phone:** +44 020 7815 7815 (for course enquiries)

**E-mail:** kerrpesm@sbu.ac.uk

**Web site:** www.sbu.ac.uk

### **Background, orientation and purpose**

The South Bank University achieved university status in 1992. The University's mission is to provide high quality education and research for the benefit of the local, national and international communities. It strives to maintain high standards in all aspects of work and to seek continuous improvement in the quality of teaching and learning consequent upon its research, development and consultancy initiatives. It will maintain close links with industry and the professions in its areas of expertise and through its ability to initiate and innovate in selected academic and professional fields. It will maintain its progressive and liberal policy on the admission of students, and its students will be those who have the potential to achieve qualifications. The education provided will satisfy them personally and give them rewarding employment opportunities, by providing them with the necessary knowledge, personal and core skills to adapt to a changing work environment.

### **Programme(s) and qualification(s)**

BA (Hons) Arts Management.

### **Duration**

3 years.

### **Content**

The course aims to prepare students for a wide variety of careers in the public and private sectors including arts centres, festivals, theatres, museums and galleries, dance companies and funding bodies.

### **Evaluation and assessment**

Student performance is evaluated through examinations, papers, research, final paper/thesis and practical work/internship.

### **Lecturers**

The number of teaching personnel in the arts management programme is 8, 6 of whom are female. Five are permanent and 3 are visiting. The person responsible for the study programme is Suzy Kerr Petic (Course Director).

### **Entry requirements**

Applicants should have a secondary school certificate and must demonstrate an active interest in the arts. Mature students over 21 will be considered on the basis of relevant work experience if they do not meet the academic entry requirements.

### **Student profile**

Students are from the UK and abroad.

### **Number of students admitted**

The current number of students is 95.

**Course fee**

EU students £1075 (1500 USD approx) per academic year.

International students £6,300 (8820 USD approx) per academic year.

**Grants or other financial support**

None.

## School of Performance and Cultural Industries

### *University of Leeds and Bretton Hall*

Admissions tutor: Martin Crick

**Phone:** +44(0) 113 343 9092

**E-mail:** m.j.crick@leeds.ac.uk

UCAS code W990

### Programme(s) and qualification(s)

Specializations in:

Drama;

Visual Arts; and

Creative Writing.

### Content

This exciting and innovative programme enables students to realise their creative potential in the visual arts, drama or creative writing alongside the study of key aspects of arts education. Education is conceived of in its broadest sense and students are encouraged to reflect upon their arts practice in a social context.

The programmes offered by the School focus on performance and the arts in their cultural and commercial context. Previous alumni of Bretton Hall include the creators of the TV cult series *The League of Gentlemen*, Wayne McGregor, founder of the internationally renowned Random Dance Company and comedian Mark Thomas.

The programme facilitates work in the wider community, in arts centres, in schools and museums so students participate in a range of community projects, including an extended period of work-based learning in the second year. Students from all disciplines come together to share ideas and collaborate across art forms.

In the first year of the visual arts specialism students experience a wide range of media. In the second and third years they can follow a personal programme of enquiry in a chosen medium, culminating in a final exhibition.

Drama students combine skills-based modules with work which enables them to apply these skills in a variety of settings (such as hospitals, schools and day centres).

Creative writing allows students to explore a variety of genres (such as poetry or scriptwriting) and to realise creative projects in areas such as video and photography.

### Duration

3 years.

### Entry requirements

The normal entry requirements of the University of Leeds are three "A" levels or equivalent academic qualifications. However, the University recognises that professional and practical elements are part of the degrees offered at the Bretton Hall Campus and applicants who can demonstrate high levels of ability in their chosen area, or can give evidence of previous professional experience, will be considered with two "A" levels or equivalent academic qualifications.

Applications from mature students with previous relevant experience are particularly welcome.

## School of Performance and Cultural Industries

***University of Leeds and Bretton Hall***

UCAS code W422

**Admissions tutor:** Richard Sadler

**Phone:** +44(0) 113 343 9218

**E-mail:** r.sadler@leeds.ac.uk

### Programme(s) and qualification(s)

Arts Management BA.

### Content

This programme is designed to allow students to understand and demonstrate the practical application of theory to a wide range of managerial situations in the arts. They study a broad range of theoretical concepts that underpin practical studies, all driven by an understanding of quality. They work in areas such as strategy, managing change, administration, publicity and marketing, legal and ethical issues, financial management including fundraising, as well as stage, production and event management.

The programmes offered by the School focus on performance and the arts in their cultural and commercial context. Previous alumni of Bretton Hall include the creators of the TV cult series *The League of Gentlemen*, Wayne McGregor, founder of the internationally renowned Random Dance Company and comedian Mark Thomas.

Students will undertake a broad range of study covering all aspects of management and administration, including publicity, marketing, fundraising and legal and financial issues. Students practice the skills of arts management in real situations, with numerous cultural, artistic and musical events each year both on the Bretton Hall Campus and in local venues. There are a number of theatres on campus and a professional theatre venue in the centre of Wakefield.

Special features include the ability to practice the skills of arts management in real situations. A variety of theatres, studios and exhibition spaces, including the largest sculpture area in Europe provide many opportunities for involvement in professional situations in the arts, and opportunity for collaborative work with students from other disciplines.

### Duration

3 years.

### Entry requirements

Normally 3 A-levels at BCC, or BTEC dip profile of merits and distinctions, or a range of relevant experience.

The normal entry requirements of the University of Leeds are three "A" levels or equivalent academic qualifications. However, the University recognises that professional and practical elements are part of the degrees offered at the Bretton Hall Campus and applicants who can demonstrate high levels of ability in their chosen area, or can give evidence of previous professional experience, will be considered with two "A" levels or equivalent academic qualifications.

Applications from mature students with previous relevant experience are particularly welcome.

## Somerset College of Arts and Technology

***Department of Art and Design  
Wellington Road  
Taunton TA1 5AX  
United Kingdom***

**Phone:** +44 1823 366 331

**Fax:** +44 1823 366 418

**E-mail:** [enquiries@somerset.ac.uk](mailto:enquiries@somerset.ac.uk)

**Web site:** [www.somerset.ac.uk](http://www.somerset.ac.uk)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Arts Administration.

## SWU - South West Arts

**Education and Training Unit**  
**Bradninch Place, Gandy Street**  
**Exeter EX4 3LS**  
**United Kingdom**

**Director:** Nick Capaldi (the Chief Executive), Katie Venner (Director of Education and Training)

**Phone:** +44 1392 218188

**Fax:** +44 1392 229229

### Background, orientation and purpose

South West Arts is one of 10 regional arts board in England which distribute grants and funds for arts activity. In 1999, the organisation re-organised to include a new unit specifically for Education and Training, Professional Development for all artists in all art forms as well as arts practitioners living and working in the South West of England.

South West Arts is currently working with partner arts organisations in the South West and nationally on the project, "CreativePeople", which is funded by the Arts Council of England. This will develop a national service of information and guidance for artists and practitioners seeking help with their career development. South West Arts' other role is as advocate for the arts both regionally and nationally, and as such much work goes on in raising the profile of the arts sector with other agencies. In the training sector this includes advocacy for arts training with local Learning and Skills Councils, the Regional Development Agency, the Government Office. South West Arts also works with its regularly funded organisations to help them to develop good Training Policy and Action Plans for their staff.

### Programme(s) and qualification(s)

South West Arts does not itself run training programmes, although it does from time to time work in association with regional partners to develop training in response to need. Such programmes have recently included Training for Arts Companies in Cornwall, Health and Safety and Risk Assessment training for venues, based in Devon, help with the development of accredited courses and with NVQ placements and funding.

Such courses as South West Arts helps to develop will vary according to local needs. The development of timely and affordable training has been encouraged only where there is a gap in provision.

### International/European dimension

The institution is a member of ENCATC.

### Lecturers

There are no teaching personnel at South West Arts.

### Grants or other financial support

South West Arts has several funds and two of these may apply to those seeking funding for training. The first and main one is the Training and Development Bursary.

This is available to students living in South West England, who are artists (in any art form) and practitioners. Small grants are available and this is a rolling fund (applications can be made at any time, but six weeks minimum is required to process the application). Also available is the Awards for Artists Fund, with a special 'Kicking Off' level for those with less experience who are building their art form practice. This fund has a deadline each year.

As well as funding, South West Arts acts as an arts development agency. A range of grants is available for both organisations and individuals, including bursaries for professional development opportunities.

## Thames Valley University

***The London School of Tourism, Hospitality and Leisure  
St. Mary's Road  
Ealing, London W5 5RF  
United Kingdom***

**Director:** Oliver Farrell

**Phone:** +44 20 8231 2091

**Fax:** +44 20 8231 2744

**E-mail:** [oliver.farrell@tvu.ac.uk](mailto:oliver.farrell@tvu.ac.uk)

**Web site:** <http://thl.tvu.ac.uk>

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Design and Media Management; Leisure Management.

## UCLan - University of Central Lancashire

**Department of Built Environment**  
**Preston, Lancashire PR1 2HE**  
**United Kingdom**

**Director:** Dr A Platten (Head of Department of Built Environment)

**Phone:** +44 (0)1772 893210

**Fax:** +44 (0) 1772 892916

**E-mail:** built.env@uclan.ac.uk

### Background, orientation and purpose

The University of Central Lancashire was established as a University in 1992. Previously a polytechnic, and originally founded in the 19th century, UCLan values and practises equality of opportunity, transparency and tolerance. The University works in partnership with business, the community and other educators and encourages and promotes research innovation and creativity.

### Programme(s) and qualification(s)

BA (Hons) Heritage Management.

### Duration

3 years.

### Content

The course has been designed with two aims in mind: to introduce students to the range of activities within the heritage field, and to equip the student with the skills to enable him/her to pursue a management career in the heritage field.

The deadline for applications is 2 February.

### Special information

The University organises regular field trips.

### Evaluation and assessment

Student performance is evaluated through examinations and papers.

### Lecturers

The number of teaching personnel is 21, 4 of whom are female. The person responsible for the study programme is Course Leader Keith Parsons.

### Entry requirements

Secondary school certificate. Mature students are assessed on individual merit and work experience.

### Student profile

Students are from the United Kingdom but it should be noted that applications are welcome from non-UK nationals.

### Number of students admitted

The current number of students is 14.

### Course fee

UK students - £1075 p.a.

### Grants or other financial support

None.



## University of Buckingham

*United Kingdom*

**Director:** Angela Brown

**Phone:** +44 1280 820289

**Fax:** +44 1280 820292

**E-mail:** anthony.crawforth@buckingham.ac.uk

**Web site:** [www.buckingham.ac.uk/history\\_of\\_art/hahmpg/mahtm.html](http://www.buckingham.ac.uk/history_of_art/hahmpg/mahtm.html)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Heritage and Tourism Management.

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## University of Durham Business School

*Mill Hill Lane*

*Durham DH1 3LB*

*United Kingdom*

**Phone:** +44 191 374 2218

**Fax:** +44 191 374 1282

**E-mail:** [udbs.ug@durham.ac.uk](mailto:udbs.ug@durham.ac.uk)

**Web site:** [www.durham.ac.uk](http://www.durham.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Business Administration with Arts Management.

## University of Edinburgh

**USCA - Unit for the Study of Cultural Administration**  
**Holyrood Road**  
**Edinburgh, Scotland EH8 8AQ**  
**United Kingdom**

**Director:** Brian Martin (USCA, [brian.martin@ed.ac.uk](mailto:brian.martin@ed.ac.uk))

**Phone:** +44 131 651 6506

**Fax:** +44 131 557 3458

**E-mail:** [Usca@ed.ac.uk](mailto:Usca@ed.ac.uk)

### Background, orientation and purpose

The Unit for the Study of Cultural Administration in the University of Edinburgh was created in 1996. It replaced AMTIS, the Arts Management Training Initiative (Scotland), which was created in 1989 and which, in turn, developed from work begun in 1976.

The main objective of the USCA is to provide a focus for postgraduate research in cultural administration in the University

### Programme(s) and qualification(s)

USCA welcomes applications at any time from suitably qualified and experienced people who wish to pursue MSc/MPhil or, more commonly, PhD research in an aspect of cultural administration within the social sciences.

At present (May 2002) USCA is particularly interested in proposals from candidates who wish to pursue PhD research in the following areas of investigation:

- The management of training and development in the cultural sector;
- The administration of national cultural institutions; and
- The administration of heritage education.

### Lecturers

The number of teaching personnel varies from year to year. USCA draws on about 20 regulars from various departments of the University. About 50 percent of these are female.

### Entry requirements

Candidates should already hold a postgraduate master's degree in a relevant discipline. Appropriate experience is considered.

## University of Essex

**Department of Art History and Theory**  
**Wivenhoe Park**  
**Colchester CO4 3SQ, United Kingdom**

**Web site:** [www.2.essex.ac.uk/arhistory/pg/GalleryStudies.htm](http://www.2.essex.ac.uk/arhistory/pg/GalleryStudies.htm)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Gallery Studies.

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## University of Huddersfield

**Queensgate**  
**Huddersfield**  
**HD1 3DH, United Kingdom**

**Phone:** +44 1484 422288

**E-mail:** [prospectus@hud.ac.uk](mailto:prospectus@hud.ac.uk)

**Web site:** [www.hud.ac.uk](http://www.hud.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Arts Policy and Management.

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## University of Liverpool

**Liverpool Institute of Public Administration and Management**  
**2 Abercromby Square**  
**Liverpool L69 3BX, United Kingdom**

**Phone:** +44 151 794 2918

**Fax:** +44 151 794 2909

**E-mail:** [vfry@liv.ac.uk](mailto:vfry@liv.ac.uk)

**Web site:** [www.liv.ac.uk](http://www.liv.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Public Administration and Management.

## University of Manchester

***School of Art History and Archaeology  
Oxford Rd  
Manchester M13 9PL  
United Kingdom***

**Phone:** +44 161 275 3312

**E-mail:** [aha.admin@man.ac.uk](mailto:aha.admin@man.ac.uk)

**Web site:** [www.art.man.ac.uk](http://www.art.man.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Art Gallery and Museum Studies.

# University of Newcastle

**ICCHS - The International Centre for Cultural and Heritage Studies**  
**Bruce Building**  
**Newcastle-Upon-Tyne NE1 7RU**  
**United Kingdom**

**Director:** Dr Peter Stone

**Phone:** +44 0191 222 7419

**Fax:** +44 0191 222 5564

**Web site:** [www.ncl.ac.uk/icchs/](http://www.ncl.ac.uk/icchs/)

## Background, orientation and purpose

The International Centre for Cultural and Heritage Studies (ICCHS) was established in August 2000 with the principle mission to deliver training in the fields of heritage, museums and galleries, and stimulate research into the history, philosophy and practice of the cultural and heritage sectors.

The graduate programmes aim to deliver training that will provide students with the theoretical knowledge and practical skills to move into careers in museums, galleries or heritage. The MA programmes are distinguished by their practical philosophy and by a commitment to providing a global perspective.

## Programme(s) and qualification(s)

MA and Diploma in Museum Studies.

MA and Diploma in Heritage Education and Interpretation.

MA and Diploma in Gallery Studies.

## Duration

12 months.

## Content

The main objective of the programmes is to provide students with a range of learning opportunities within the fields of museology, heritage, museums and galleries. The aim is also to provide a curriculum that is responsive to the professional requirements and skills needs of the museum, heritage and gallery sectors nationally and internationally.

Competition for places is high and students are encouraged to apply as early as possible, although the Centre will continue to consider later applications according to availability.

## Special information

As special events related to the programmes there are optional extra study trips each year. In previous years, these have included trips to Paris, to historic sites in the South of England, and to London. The student society also organises a number of related events and trips.

## Evaluation and assessment

Student performance is evaluated through examinations, papers, a final paper/thesis, research and practical work/internship.

## Lecturers

The number of teaching personnel is 100, of whom 49 are female. Six are permanent and the rest are visiting. The person responsible for the study programmes is Dr Peter Stone.

## Entry requirements

Applicants should have a secondary school certificate and a university degree, although in some circumstances experience can be taken into consideration in place of formal qualifications. Practical experience is preferable but not mandatory.

If English is not the applicant's first language, they will need to provide evidence of their proficiency in written and spoken English. The normal minimum requirement for admission to the programmes is an overall compulsory score of 6.5 on the British Council IELTS test or 575 on the TOEFL test. The British Council organises regular language tests in most countries. The University's Language Centre provides a comprehensive suite of programmes to enable students to improve their English skills, from foundation level to intensive pre-sessional English language programmes.

### **Student profile**

Students of the Museum Studies and Heritage Education and Interpretation programmes are from the United Kingdom, Spain, Venezuela, Belgium, Swaziland, New Zealand, Cyprus, Greece, United States, Canada, Hong Kong, Taiwan and Japan. Students in the Gallery Studies programme are from the United Kingdom only.

### **Number of students admitted**

MA and Diploma in Museum Studies - the current number of students is 27.

MA and Diploma in Heritage Education and Interpretation - the current number of students is 17.

MA and Diploma in Gallery Studies - the current number of students is 7.

### **Course fee**

UK students full time - £2,870 = 4,239 USD

UK students part time - £1,000 = 1,477 USD

International students - £ 7,400 = 10,930 USD

### **Grants or other financial support**

From time to time, there are a limited number of scholarships for students in the MA program in Museum Studies, Gallery Studies, and Heritage Education and Interpretation. British students may apply for funding from the Arts and Humanities Research Board under competition P. There are also some possible sources of funding for international students.

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## **University of North London**

**166-220 Holloway Road**  
**London N7 8DB**  
**United Kingdom**

**Phone:** +44 20 7607 2789

**Web site:** [www.unl.ac.uk](http://www.unl.ac.uk)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

Arts Management.

## University of Northumbria

**Cultural Management Unit**  
**Room 415, Lipman Building**  
**Newcastle Upon Tyne NE1 8ST**  
**United Kingdom**

**Director:** Jennifer Hinves (Course leader, Cultural Management Unit)

**Phone:** + 44 191 227 4933

**Fax:** + 44 191 227 4933

### Content

The aim of this innovative new degree is to provide graduates with the right profile to fill the growing number of vacancies for Communication and Media officers in commercial, service and charitable sectors. The course will give you an academic grounding in Communication Theory, and balance this with professional competencies in areas such as Marketing, Public Relations and Events Planning. You will learn advanced IT skills, which will allow you to disseminate communication using up to date software and communication technologies.

Written communication will form an integral part of the course, and you will learn how to write for publication in a variety of professional contexts, as well as how to present yourself to the media, and in other areas of professional life. You will be able to choose from a range of options in the third year of the course, and specialise in areas of your own interests, allowing you to personalise your professional profile in an individual way.

#### Year 1

The first year of the course will introduce you to the key strands which you will follow through the rest of the degree.

In Semester 1, you will learn the Study Skills necessary to learn at undergraduate level. You will also learn about the Corporate world in Customer Oriented Communication, which will teach you how to deal with the public, and how to handle public relations issues. This unit begins the professional strand of the course. The Voice for Communication unit will introduce a professional voice coach who will teach you strategies for using your voice as a tool for effective communication. The other key strand, the ICT strand, is introduced in Semester one with Writing Technologies and Layout. During year one, you will begin the completion of a progress file, which will help you to focus on your professional development as the course progresses.

In Semester 2, you will build on your theoretical knowledge in Communication Theory and Practice, and in Corporate Communication, in which you will relate the theory to the commercial environment. The writing strand of the course begins here, with Writing for Publication, where you will acquire techniques for tailoring your writing to a variety of purposes.

#### Year 2

In Semester 1 you build on your competence in using ICTs in Web Page Development, and Electronic Publishing. The writing strand continues with Writing Creatively 1, and your professional competence develops in Corporate Events Planning, where you learn how to devise, plan, budget and advertise a professional event.

In Semester 2 you study the Interpretation and Use of the Media, and learn about theoretical issues surrounding the media, and also how to use them to present yourself and make your case. Your personal and professional presentation is also considered in Personal Effectiveness, and you will acquire the use of techniques in areas such as Neuro Linguistic Programming and assertiveness. In Texts and Contexts, you will study a variety of texts written for different purposes and apply critical

techniques to a portfolio of your choice. This Semester also introduces Research Methods for Information and Communication Studies, where you will acquire the skills necessary to carry out your own research in both academic and professional contexts.

### Year 3

This year has two core units: Data Regulation and Ethics, which considers the legal, moral and ethical issues surrounding the collection and dissemination of information about others, and Marketing Concepts for Information and Communication Professionals. The rest of level 3 is open to personalisation, depending on your individual interests and specialisms. You will undertake a project, which you will devise in consultation with staff, but which may take the form of a written dissertation, or might involve the creation of a media product. You will also have the opportunity to spend 6 weeks gaining work experience, enhancing your CV, and gaining valuable professional experience. The rest of the year is made up of options, which will inevitably change depending on availability of staff, but which may include Political Communication, Cross Cultural Communication, Writing for Professional Purposes, Media Representation of Reality, Multimedia, Mass Communication Ethics, Campaigning Communication and Web Semiotics.

### Coursework and assessment

The course begins with the more formal teaching pattern of lectures, seminars and workshops under staff direction, gradually moving to a more student centred approach in Year 3.

Assessment methods are varied depending on the units studied, however, course work counts for the majority of the overall mark each year and can take the form of reports, essays, portfolio of practical work, individual or group presentations or a practical product such as an information guide. You will also be required to complete a 15,000-word dissertation in Year 3 on a subject of your choice.

### Selection

Applicants will be invited to attend an Open Day where an informal interview will be offered to each candidates.

### Course Length

3 years full-time.

### Entry requirements

GCE and VCE Advanced Level

240 points from a minimum of two 6-unit awards or one 12-unit award.

Edexcel/BTEC National

1 distinction plus 3 merits

Scottish Highers

BCCC

Irish Highers

BCCCC

HEFC Access

Two merits and one pass



## University of Portsmouth

***Portland Building  
Portland Street  
Portsmouth PO1 3AH  
United Kingdom***

**Phone:** +44 23 9284 2421

**Fax:** +44 23 9284 2516

**E-mail:** env-pgrad@port.ac.uk

**Web site:** [www.envf.port.ac.uk/adm](http://www.envf.port.ac.uk/adm)

### **Background, orientation and purpose**

For more information, please contact the institution.

### **Programme(s) and qualification(s)**

MA Arts Management.

## University of Sheffield

**Management School**  
**9 Mappin Street**  
**Sheffield, South Yorkshire S1 4DT**  
**United Kingdom**

**Director:** Professor Robert Boucher (the Vice Chancellor of the University)

**Phone:** +44 0114 222 2181

**Fax:** +44 0114 222 3348

**E-mail:** h.betts@sheffield.ac.uk

**Web site:** www.sheffield.ac.uk

### Background, orientation and purpose

The University of Sheffield was established in 1905. Its mission is to maintain the highest standards of excellence as a research-led institution, whose staff work at the frontiers of academic enquiry and educate students in a research environment.

### Programme(s) and qualification(s)

MA in Arts and Heritage Management.

### Duration

Master's degree - 12 months.

Postgraduate diploma - 9 months.

### Content

The main objectives of the programme are to introduce students to core management disciplines and to enable them to apply management principles to arts and heritage contexts with confidence.

Applications are accepted until the September before the course starts, depending on the availability of places.

### Evaluation and assessment

Student performance is evaluated through research and a final paper/thesis.

### Lecturers

The number of teaching personnel is 3, of which 1 is a woman. All are permanent. The person responsible for the study programme is Kirsten Holmes (Course Leader).

### Entry requirements

For the Master's degree, applicants should have a university degree; appropriate experience is desirable. For entry to the diploma level, applicants are accepted with vocational qualifications and work experience. They can progress to the Master's if successful on the taught programme. All applicants whose mother tongue is not English must have an English language qualification (either IELTS 6.5 or TOEFL 600/250).

### Student profile

Students are from the United Kingdom and abroad.

### Number of students admitted

The current number of students is 16.

**Course fee**

£2,940 for UK and EU students, £7,450 for international students.

**Grants or other financial support**

The University offers some scholarships to international students. Applications must be made directly to the university, not the department (details can be found at ). These vary each year and are usually one scholarship of £2-3,000 per student from specific countries.

## University of St Andrews

**School of Art History**

**9 The Scores**

**St Andrews**

**Fife KY16 9AR**

**United Kingdom [Scotland]**

**Director:** Professor Ian Carradice (Head of School of Art History)

**Phone:** +44 0 13 34 46 24 00

**Fax:** +44 0 13 34 46 24 01

### Background, orientation and purpose

The University of St Andrews, established in the beginning of the 15th century, is Scotland's leading centre for postgraduate research and training in the heritage sector. The Museum and Gallery Studies Diploma course prepares students for employment, principally as curators. Taught courses on the Theory and Practice of Museums, Galleries and Related Organisations are complemented by project work undertaken by students in local museums and galleries or working with the University Collections. Teaching involves lectures, seminars and visits to museums, galleries and houses in Scotland and valuable contributions to the course are made by members of the museums profession. Students also learn through researching and producing a variety of written assignments. Those successful in the Diploma can write a dissertation to gain the M.Litt. and opportunities for further study are also available.

Museum and Gallery Studies in St Andrews is based in the School of Art History, though applications are welcomed from students with any relevant good degree. The School has a strong commitment to excellence in research and teaching. Members of the staff have interests which extend from the Mediaeval to Modern periods. Particular areas of concentration are the art of late Mediaeval and Renaissance Italy; nineteenth- and twentieth-century art in Britain, France, Russia and Eastern Europe; British architecture of the eighteenth, nineteenth and twentieth centuries; the decorative arts, photography and furniture history; and museum and gallery studies.

With 14 full-time staff members the School is the largest Art History department in Scotland. Museum and Gallery Studies is taught by three staff members, with occasional specialist contributions from others.

### Programme(s) and qualification(s)

Diploma/M.Litt. in Museum and Gallery Studies (M.Phil. and PhD. also available with extra year(s) of study and production of thesis).

Graduate Diploma/M.Litt. in Museum and Gallery Studies (part-time).

Certificate in Museum and Gallery Studies (part-time).

### Duration

Diploma/M.Litt. in Museum and Gallery Studies - 1year (M.Litt.) or 9 months (Diploma).

Graduate Diploma/M.Litt. in Museum and Gallery Studies (part-time) - 2 years.

Certificate in Museum and Gallery Studies (part-time) - 1 year.

### Content

Diploma/M.Litt. in Museum and Gallery Studies:

The aim is to provide a broad theoretical and practical training course for those wishing to join the museums profession. The deadline for applications is in March each year.

Graduate Diploma/M.Litt. in Museum and Gallery Studies (part-time)

The aim is to provide a broad theoretical and practical training course for people already working within the museums profession who wish to gain a professional qualification. The deadline for applications is in July 2002.

Certificate in Museum and Gallery Studies (part-time):

This is a short course based on project work in the students' workplaces. The aim is to enable them to gain the Associateship of the Museums Association by 'Route D'. The deadline for applications is in September 2002.

### **Special information**

As special events related to the Diploma/M.Litt. in Museum and Gallery Studies programme there are seminars, lectures and conferences in the School of Art History and the University. There are also occasional visits to museums outside Scotland.

### **Evaluation and assessment**

Diploma/M.Litt. in Museum and Gallery Studies:

Student performance is evaluated through examinations, papers, research and practical work/internship.

Graduate Diploma/M.Litt. in Museum and Gallery Studies:

Student performance is evaluated through examinations, papers, research, final paper/thesis and practical work/internship.

Certificate in Museum and Gallery Studies:

Student performance is evaluated through examinations, papers and practical work/internship.

### **Lecturers**

Number of teaching personnel is 15. All are permanent. The person responsible for the study programmes is Annette Carruthers.

### **Entry requirements**

Diploma/M.Litt. in Museum and Gallery Studies:

Applicants should have a university degree and appropriate experience.

Graduate Diploma/M.Litt. in Museum and Gallery Studies:

Applicants should have a secondary school certificate and appropriate experience. They should also be able to prove they can write sensibly and grammatically in English. Most students on this course are professionally employed in museums and galleries, though private individuals are welcomed if a host museum can provide the necessary practical projects.

Certificate in Museum and Gallery Studies:

Applicants should have a university degree and appropriate experience. They should also have enough professional experience to satisfy the Museums Association's requirements for the AMA via 'Route D'.

### **Student profile**

Students are from the United Kingdom and abroad.

### **Number of students admitted**

Diploma/M.Litt. in Museum and Gallery Studies - the current number of students is 12-18.

Graduate Diploma/M.Litt. in Museum and Gallery Studies - the current number of students is 16-22.

Certificate in Museum and Gallery Studies - the current number of students is 3.

### **Course fee**

Diploma/M.Litt. in Museum and Gallery Studies - EU students 4,350 USD (£2,900) and students from outside EU, 11,550 USD (£7,700).

Graduate Diploma/M.Litt. in Museum and Gallery Studies - EU students 4,350 USD (£2,900) and Certificate in Museum and Gallery Studies - EU students 1,425 USD (£950) and students from outside EU, 11,550 USD (£7,700)

## **Grants or other financial support**

Diploma/M.Litt. in Museum and Gallery Studies:

There are two funded places normally provided by SAAS, but not guaranteed. Available only to students normally resident in Scotland. Awarded on basis of degree result.

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## **University of Surrey**

**Contact:** The Postgraduate Secretary

**Phone:** +44 (0) 1483 686340

**Fax:** +44 (0) 1483 686301

**E-mail:** [management@surrey.ac.uk](mailto:management@surrey.ac.uk)

## **Programme(s) and qualification(s)**

Leisure, Culture and Tourism Management.

## **Content**

The programme focuses on the cultural relationships between tourists and host communities and the social and economic intersections between tourist and leisure activities. It has been designed to provide future and existing managers, executives and other professionals with an understanding of the important relationships involved in modern leisure activities. It is particularly suitable for those who wish to develop careers in visitor attractions and heritage management in the public or private sectors.

## University of Surrey

### ***Postgraduate School of Arts Dance Studies***

**Contact:** Dr Giannandrea Poesio, MA Programme Director

**Phone:** +44 (0) 1483 689742

**E-mail:** g.poesio@surrey.ac.uk

**Web:** www.surrey.ac.uk/Dance

### **Programme(s) and qualification(s)**

Dance Studies

MA/Postgraduate Diploma

### **Content**

This well-established programme offers a wide range of specialisms which reflect the Department's research interests. It is designed to build on academic qualifications and dance experience acquired at undergraduate level, but is also aimed at dance professionals wishing to extend and deepen their knowledge and understanding of dance. The dissertation distinguishes the Masters programme from the diploma.

The modular framework requires all taught postgraduate students in Dance Studies and Music & Sound Recording to undertake a double module entitled Research Seminar: Theory and Methods (30 credits), and three subject options (30 credits each). At this stage students may be awarded a Postgraduate Diploma on satisfactory completion of the required modules. To gain a Masters qualification, students will be expected to complete a dissertation project (60 credits).

Research Seminar:

Theory and Methods (Interdisciplinary) This module is designed to develop advanced research skills; part of the training is interdisciplinary, with seminars on methodology applicable for all students in Dance Studies and Music & Sound Recording. Students will be introduced to research resources and current trends in the performing arts, including dance, musicology, physical theatre and performance, as preparation for work leading to presentation of a conference-style paper. Assessment is based upon the paper presented, and on an extended review of recent research issues.

Subject Options:

- Dance Analysis and Criticism
- Performance Making: Choreography
- Dance Anthropology: Theory and Fieldwork
- Laban Movement Analysis and Current Body Practices
- Constructing Dance Histories
- Dancing from Street to Screen
- Dance, Multimedia and Information Technologies

Assessment:

By coursework for each module.

### **Duration**

Full-time: 12 months.

Part-time: normally 24 months.

### **Entry Requirement**

Prospective students are normally required to hold a first class or upper second honours degree in dance or related subjects. Non-graduates are accepted if dance qualifications and experience are equivalent to a degree.

### **Number of Places**

17

### **Start Date**

September 2003



## University of Surrey Roehampton

***School of Humanities and Cultural Studies, School of Business and Social Sciences  
University of Surrey Roehampton  
Roehampton Lane  
London SW15 5PH***

**Director:** Dr Bernadette Porter

**Phone:** +44 020 8392 3000

**Fax:** +44 020 8392 3470

**Web site:** [www.roehampton.ac.uk](http://www.roehampton.ac.uk)

### Background, orientation and purpose

The University of Surrey Roehampton is committed to the pursuit of pure and applied academic enquiry and to providing its stakeholders with an academic service of the highest quality.

### Programme(s) and qualification(s)

MA Cultural Studies  
Diploma in Arts Management and Administration  
MA Cinema Studies  
Mphil and PhD in Dance Studies  
Theology and Religious Studies  
Anthropology  
Art for Public Space  
Classical Civilisation  
Culture and Politics  
Dance Studies  
Drama and Theatre Studies  
Film and Television Studies  
Humanities  
Leisure Management  
Social Anthropology  
Social Policy and Administration

### Duration

MA Cultural Studies/Theology and Religious Studies/Anthropology/Art for Public Space/Dance Studies/Drama and Theatre Studies/Film and Television Studies/Humanities/Leisure Management/Social Anthropology/Social Policy and Administration - 3 years  
Diploma in Arts Management and Administration - 1 year part time  
MA Cinema Studies - 1 year  
MPhil and PhD in Dance Studies - 1 year  
Classical Civilisation/Culture and Politics - 3 or 4 years

### Content

MA Cultural Studies:

Negotiates the divide between Arts, Humanities and Social Sciences; interdisciplinary: Every student has the opportunity to take courses each year from the range of other programmes across the University.

Diploma in Arts Management and Administration:

Arts Management offers essential training in all the necessary areas to be able to manage and professionally run your own company, your own practice or be an efficient key member of staff within an arts organisation.

**MA Cinema Studies:**

This is an advanced study of film and cinema as a modern business and area of cultural experience.

**MPhil and PhD in Dance Studies:**

Celebrates the richness and breadth of ballet tradition drawing from history, analysis, aesthetics, anthropology, choreography, and performance.

**Theology and Religious Studies:**

This is an interdisciplinary programme; the broad range of courses involving theoretical study of religion/s; textual analyses of sacred scriptures such as the Bible or the Bhagavad Gita; study in depth of individual religious traditions such as Christianity, Judaism and Islam; and comparative courses across religions on topics such as ethics, mythology and gender.

**Anthropology:**

This study of humankind addresses issues related to culture, social life and human evolution from a global perspective.

**Art for Public Space:**

This trains students how to produce a work of art that is specifically designed for a public site, such as a hospital, school or library; the course includes researching the needs of the community you are working for to create a work of art which meets their expectations.

**Classical Civilisation:**

This includes political and social history of the ancient world; Graeco-Roman literature and theatre; art and archaeology; religious studies and philosophy etc.

**Culture and Politics:**

The focus is on the structures, institutions, practices, and ideologies associated with politics and the culture industry in the UK and elsewhere.

**Dance Studies:**

This is a flexible programme relating to various forms of theatre, dance, community and education, choreography, dance history, technique.

**Drama and Theatre Studies:**

This covers the art of performance through practical and theoretical study.

**Film and Television Studies:**

This is a study of the moving image with research, debate, analytical discussion and hands-on production.

**Humanities:**

This is a rich programme of English, History and Theological & Religious Studies.

**Leisure Management:**

The main objective is a balance of critical theory and applied management techniques within leisure and management.

**Social Anthropology:**

Social aspects of diversity, family structures, cultural traditions, political and economic systems, religion and aspects of everyday life.

**Social Policy and Administration:**

This is an invaluable guide to the current state of welfare in Britain and Europe; social policy making, children's rights, criminology, domestic violence etc.

## **Evaluation and assessment**

MA Cultural Studies/Diploma in Arts Management and Administration/MPhil and PhD in Dance Studies/Classical Civilisation/Culture and Politics/Dance Studies/Film and Television Studies/Humanities/Leisure Management/Social Anthropology/Social Policy and Administration:

Student performance is evaluated through examinations, papers, research, a final paper/ thesis and practical work/internship.

MA Cinema Studies/Theology and Religious Studies/Anthropology/Art for Public Space/Drama and Theatre Studies:

Student performance is evaluated through examinations, papers, research and a final paper/thesis.

## Lecturers

The number of teaching personnel in the University is 850, 400 of whom are women. Seven-hundred fifty are permanent and the rest are visiting. The people responsible for these study programmes are Pauline Barrie (Diploma in Arts Management and Administration), Dr Paul MacDonald (MA Cinema Studies), Dr Andree Grau (MPhil and PhD in Dance Studies), (Theology and Religious Studies), Dr Ann MacLarnon (Anthropology), Alan Fisher (Art for Public places), (Classical Civilisation), Dr Joanna Zylinska (Culture and Politics), Bonnie Rowell (Dance Studies), Susan Painter (Drama and Theatre Studies), Jeremy Ridgman (Film and Television Studies), Meg Arnot (Humanities), Belinda Wheaton (Leisure Management), Marizia Balzani, (Social Anthropology) and Dr Stephen Driver (Social Policy and Administration).

## Entry requirements

MA Cultural Studies:

Applicants should have a secondary school certificate and they should be older than 18. Prior learning and experience can also lead to admission.

Diploma in Arts Management and Administration:

Please contact the course Convenor

MA Cinema Studies:

Applicants should have a university degree. For other requirements, please contact the course tutor.

MPhil and PhD in Dance Studies:

Please contact the course convenor.

Theology and Religious Studies/Anthropology/Classical Civilisation/Culture and Politics/Humanities/Leisure Management/Social Anthropology/Social Policy and Administration:

Applicants should have a secondary school certificate. For more information about the Theology and Religious Studies, please contact course convenor.

Art for Public Space:

Applicants should have a secondary school certificate and artistic ability.

Dance Studies:

Applicants should have a secondary school certificate and dance talent.

Drama and Theatre Studies/Film and Television Studies:

Applicants should have a secondary school certificate and appropriate talent.

## Student profile

Students are from the United Kingdom and abroad.

## Number of students admitted

MA Cultural Studies - current number of students is 96.

Diploma in Arts Management and Administration - current number of students is 25.

MPhil and PhD in Dance Studies - current number of students is 10.

Theology and Religious Studies - current number of students is 93.

Anthropology - current number of students is 32.

Art for Public places- current number of students is 133.

Classical Civilisation - current number of students is 5.

Culture and Politics - current number of students is 4.

Dance Studies - current number of students is 164.

Drama and Theatre Studies - current number of students is 331

Film and Television Studies - current number of students is 238.

Humanities - current number of students is 15.

Leisure Management - current number of students is 22.

Social Anthropology - current number of students is 19.

Social Policy and Administration - current number of students is 75.

### **Course fee**

Diploma in Arts Management and Administration – 5761 USD.

MA Cinema Studies - 11,634 USD.

MPhil and PhD in Dance Studies - 11,634 USD.

Theology and Religious Studies/Anthropology/Art for Public Places/Classical Civilisation/Culture and Politics/Dance Studies/Drama and Theatre Studies/Film and Television Studies/Humanities/ Leisure Management/Social Anthropology/Social Policy and Administration - 9,943 USD.

### **Grants or other financial support**

None.

## University of Sussex

**Arts & Cultural Management Studies**  
**Centre for Continuing Education**  
**Falmer**  
**Brighton BN1 7RG**  
**United Kingdom**

**Phone:** +44 1273 678 566

**Fax:** +44 1273 678 848

**E-mail:** j.summerton@sussex.ac.uk

**Web site:** www.sussex.ac.uk

### Background, orientation and purpose

Arts & Cultural Management Studies was established in 1994. Its Programmes are founded on the twin beliefs that 'arts and cultural management' is an umbrella term embracing a wide variety of working patterns, practices and situations and that arts and cultural management at its best is a distinct field of study, mainly in order to ensure creativity and artistic quality.

### Programme(s) and qualification(s)

M.A. in Arts & Cultural Management: New Perspectives

Certificate in Arts & Cultural Management

### Duration

MA in Arts & Cultural Management /up to 2 years part time

Certificate in Arts & Cultural Management/1 year

Short courses/4-5 days

### Content

MA in Arts & Cultural Management:

The main objective is to assist people currently working in the field and others, with a strong interest in the field and experience elsewhere, to enhance their expertise and knowledge through active learning and critical enquiry.

Certificate in Arts & Cultural Management:

This programme develops a range of skills, knowledge and practical experiences for people currently in the field or working elsewhere who wish to build on their interest and involvement in the arts through its management.

### International/European dimension

The institution is a member of ENCATC.

### Evaluation and assessment

MA in Arts & Cultural Management:

Student performance is evaluated through papers, research and a final paper/thesis. Certificate in Arts & Cultural Management

Student performance is evaluated through papers, research, a final paper/thesis and practical work/internship.

### Lecturers

The number of teaching personnel is 16, 10 of whom are women. Two are permanent and the rest are visiting. The person responsible for the study programmes is Dr Janet Summerton. Other professionals contribute to the programmes through leading seminars, hosting fieldwork, assisting students with research and mentoring.

## **Entry requirements**

MA in Arts & Cultural Management:

Applicants should have a university degree with at least 4 years of experience.

Certificate and short courses:

Open access.

## **Student profile**

Students are artists, performers and those in the early stages of careers in arts/cultural management from United Kingdom and abroad. The average age of students is 27.

## **Number of students admitted**

Current number of students is 12-16.

## **Course fee**

MA in Arts & Cultural Management - 4,800 USD

Certificate - 500 USD.

Short course - on request.

## **Grants or other financial support**

Some concessionary rates exist for UK/EU students on Certificate and Short courses.

# University of Warwick

**Centre for Cultural Policy Studies,  
University of Warwick  
Coventry CV4 7AL  
United Kingdom**

**Director:** Oliver Bennett

**Phone:** +44 24 76523020

**Fax:** +44 24 76524446

**E-mail:** o.bennett@warwick.ac.uk

**Web site:** www.warwick.ac.uk/fac/arts/Theatre\_S/cp

## Background, orientation and purpose

The Centre for Cultural Policy Studies, established 1992, offers opportunities for the postgraduate study of arts management and cultural policy in Europe (including the UK) and, since 1999, also in the creative and media industries. The Centre's distinctive approach is its engagement with both the practical realities of working in the cultural sector and with theoretical questions about the state of contemporary culture. The Centre also engages in cultural sector consultancy work and produces its own series of publications. The Director of the Centre is the founding editor of the International Journal of Cultural Policy.

## Programme(s) and qualification(s)

MA in European Cultural Policy and Administration.

MA in Creative and Media Enterprises.

MA, MPhil or PhD in Cultural Policy Studies in research Programme.

## Duration

MA in European Cultural Policy and Administration/1 year (full-time)/2 years (part-time).

MA in Creative and Media Enterprises 1 year (full-time)/2 years (part-time).

MA, MPhil or PhD in Cultural Policy Studies in research Programme.

## Content

MA in European Cultural Policy and Administration:

The Programme aims to enable students to understand the theory and practice of cultural policy in different European countries, including the UK. The deadline for applications is May 1st.

MA in Creative and Media Enterprises:

This is the first Programme in the UK to examine the business of creativity, and is designed for students wishing to set up or run a small business in the commercial creative and media industries. Students gain an overview of the organisational, strategic, legal and creative aspects of managing a small creative business. The deadline for applications is May 1st.

## International/European dimension

The Centre forms part of an international network which connects with researchers, former students, cultural managers and organisations in many parts of the world. The institution is a member of ENCATC.

## Evaluation and assessment

MA in European Cultural Policy and Administration:

Student performance is evaluated through examinations, papers, research, a final paper/ thesis and practical work/internship.

MA in Creative and Media Enterprises:

Student performance is evaluated through examinations, papers, research and a final paper/thesis.

## **Lecturers**

The number of teaching personnel is 12, 6 of whom are women. Five are permanent and 7 are visiting. The persons responsible for the study programmes are Oliver Bennett (MA in European Cultural Policy and Administration) and Dr Chris Bilton (MA in Creative and Media Enterprises). A list of visiting speakers is available on the website.

## **Entry requirements**

MA in European Cultural Policy and Administration:

Applicants should have a university degree.

MA in Creative and Media Enterprises:

Applicants should have a university degree, together with fluency in English in the four major skills (speaking, listening, reading and writing) up to at least the level of the British Council Test of English or the Cambridge Certificate.

## **Student profile**

Students represent a wide range of nationalities, backgrounds and ages (21-50).

## **Number of students admitted**

MA in European Cultural Policy and Administration: Current number of students is 25.

MA in Creative and Media Enterprises: Current number of students is 20

## **Course fee**

MA in European Cultural Policy and Administration - 6,000 USD p.a. EU, 12,000 USD p.a. Non-EU

MA in Creative and Media Enterprises - 6000 USD EU, 12,000 USD (approximate) Non-EU

## **Grants or other financial support**

Some support may be available from local education authorities or from appropriate charitable trusts.



## Welsh College of Music and Drama

**Castle Grounds**  
**Cathays Park**  
**Cardiff CF10 3ER**  
**United Kingdom**

**Phone:** +44 2920 342 854

**Fax:** +44 2920 391 304

**E-mail:** [info@wcmd.ac.uk](mailto:info@wcmd.ac.uk)

**Web site:** [www.wcmd.ac.uk](http://www.wcmd.ac.uk)

### Background, orientation and purpose

For more information, please contact the institution.

### Programme(s) and qualification(s)

Arts management.

## **UU - University of Ulster**

***School of Hotel, Leisure and Tourism, University House  
Cromore Road, Coleraine County  
Londonderry  
United Kingdom [Northern Ireland]***

**Director:** Professor McKenna (Vice Chancellor)

**Phone:** +44 028 90 365 131

**E-mail:** um.quinn@ulst.ac.uk

**Web site:** www.ulst.ac.uk

### **Background, orientation and purpose**

The University of Ulster was established in 1984. Its ambition is to be an example of an outstanding regional university with a national and international reputation for quality. The University makes a major contribution to the economic, social and cultural advancement of Northern Ireland as a region within a national and international context, and plays a key role in attracting inward investment. Core business activities are teaching and learning, research and technology and knowledge transfer.

### **Programme(s) and qualification(s)**

BA (Hons) Leisure, Events and Cultural Management.

PGD/MA Cultural Management.

### **Duration**

BA (Hons) Leisure, Events and Cultural Management - 4 years.

PGD/MA Cultural Management - 1 year plus one year for the Masters element.

### **Content**

BA (Hons) Leisure, Events and Cultural Management:

This is a four-year sandwich degree programme designed to provide an intellectually stimulation and vocationally relevant course of study for those who aspire to management careers in leisure, events and cultural management.

PGD/MA Cultural Management:

This is a course designed to provide in-service training to cultural managers already in employment. A range of management competencies is developed.

### **Special information**

In BA (Hons) Leisure, Events and Cultural Management aspects of delivery include practical participation in hospitality management, events organisation and marketing planning. Other informal activities include field visits and opportunities to attend external seminars as appropriate.

### **Evaluation and assessment**

BA (Hons) Leisure, Events and Cultural Management:

Student performance is evaluated through examinations, papers and final paper/thesis.

PGD/MA Cultural Management:

Student performance is evaluated through participation.

### **Lecturers**

The person responsible for the study programmes is Ursula Quinn (BA (Hons) Leisure, Events and Cultural Management) and John Thompson (PGD/MA Cultural Management).

## **Entry requirements**

BA (Hons) Leisure, Events and Cultural Management:

Applicants should have 5 GCSEs including Maths and English and 3 C Grades at A-Level.

PGD/MA Cultural Management:

Applicants should have a university degree and appropriate experience.

## **Student profile**

Students are from Northern Ireland

## **Number of students admitted**

BA (Hons) Leisure, Events and Cultural Management - the current number of students is 90.

PGD/MA Cultural Management - the current number of students is 12.

## **Course fee**

BA (Hons) Leisure, Events and Cultural Management:

Home and EU students 2,766 USD and Non-EU 7,035 USD

PGD/MA Cultural Management:

2,766 USD

## **ANNEX**

**Questionnaire used for data collection in this project**

International survey carried out by  
European Network of Cultural  
Administration Training Centres,  
on behalf of UNESCO

June 2002

## **Questionnaire used for data collection in this project**

Concerning institutions providing education and/or training for cultural development personnel, in particular in cultural policies, management, administration, animation and entrepreneurship in Europe, Central Asia, and the Caucasus region.

This survey is carried out within a worldwide UNESCO study on cultural management and policies education and training. The aim of the exercise is to gather, compile and make available to the broadest possible public, detailed information on educational institutions and training centers offering specialized courses in the areas mentioned above.

The information will be presented in the format of On-line Profiles as produced by the European Network of Cultural Administration Training Centres (ENCATC). For information on ENCATC and the Members' Profiles, please check [www.encatc.org](http://www.encatc.org).

UNESCO has commissioned ENCATC – that gathers today more than 100 members across Europe and beyond – to carry out the survey for Europe, Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan) and Caucasus (Armenia, Azerbaijan, Georgia).

As up to our information you provide specialized education/training in a cultural management and policy related field, we would like to include you in the survey.

Therefore, we kindly ask you to carefully fill in and return us this questionnaire by Friday 21 June 2002 at the latest. The time invested now in completing the form will be saved later on, when the information will be made available worldwide. This will prove an extremely valuable tool when marketing your institution and courses, searching for potential partners, and engaging in new collaboration. We hope that you will appreciate this initiative offering a platform of free information distribution and institutional promotion.

The more accurate the provided information is, the better informed the world's arts management constituency will be. If you have any problems of linguistic comprehension, please do not hesitate to inform us about it as soon as possible. We prefer to collect the necessary information in your own language than not receiving any details at all.

If you have any questions concerning the UNESCO survey, please do not hesitate to contact us at the following addresses:

### **UNESCO Profiles, contact person:**

Ms Mari Lehto, Project Manager

Pääskylänkatu 1 B, 47

FIN-00500 Helsinki

tel. +358-50 538 7079

fax. +358-9 773 2328

E-mail: [mari.lehto@helsinki.fi](mailto:mari.lehto@helsinki.fi)

### **ENCATC, contact person:**

Ms Isabelle Schwarz, Executive Director

Vestergade 5

DK-1456 Copenhagen K

tel: +45 33 15 82 14

fax: +45 33 32 81 82

E-mail: [info@encatc.org](mailto:info@encatc.org)

Site: [www.encatc.org](http://www.encatc.org)

Please return the completed questionnaire by e-mail to Mari Lehto at **[mari.lehto@helsinki.fi](mailto:mari.lehto@helsinki.fi)**, as well as the required materials by post as soon as possible and please no later than Friday, 21 June 2002.

## Information about your institution

### General information

In you need more space to answer any of the following questions, please use a blank sheet of paper clearly indicating the question you are referring to (e.g. A12 to indicate further Internet addresses, etc.).

Name of institution	
Name in English	
Acronym	
Name of the department or section providing training in cultural management	
Name of the director of the institution	
Address	
Telephone number/s	
Telefax number/s	
E-mail	
Internet address	
11. Number of teaching personnel.....out of which ..... are women./ <i>Pls. specify how many permanent.....and visiting.....</i>	
12. Mission statement and main objectives as defined today	

**Legal status of the institution**

pls. check one box in each of the two parts below and specify by circling the words in brackets that corresponds to the exact status of your institution

<input type="checkbox"/> Public (state, regional, local)
<input type="checkbox"/> Private (enterprise, cooperative, etc. )
<input type="checkbox"/> Other (foundation, association, NGO)/ <i>please specify:</i>

- ☐ Non-profit oriented†  
☐ Profit oriented

**Financial sources** /pls. check all appropriate boxes and specify if possible

Please indicate the approximate proportion of your total budget (in %) that originates from the following sources (*There is **no need** to indicate the total amount of the budget in US\$ or national currency*):

<input type="checkbox"/> Public funds (ministries, governmental funds on regional, local level,..)	%
<input type="checkbox"/> Private funds (foundations, donations, sponsors, ..)	%
<input type="checkbox"/> Inscription/training fees	%
<input type="checkbox"/> Commercial activities (sales, consulting, ..)	%
<input type="checkbox"/> International organizations (UN, etc.)	%
<input type="checkbox"/> Others /pls. specify:	%

**D. Main activity of your institution** /pls. check only one box

- ☐ Training  
☐ Research  
☐ Management, marketing, promotion  
☐ Information exchange and cooperation  
☐ Other /pls. specify:



## History

Year of establishment of the institution		
2. Year of establishment of the department/ launching of the specialized training in cultural management		
3. Programmes/courses/training modules organized since 1998 <i>/You may add a separate sheet of paper if necessary</i>		
Year	Title of course	Number of participants per course
What are, according to your experience, the most urgent needs in the training of cultural management, administration, etc. in your country or region		
Your future program: Please shortly describe the courses being planned for the next two years (you may add a separate sheet with detailed descriptions in order to enable us to publish a short list of forthcoming training)		
Dates	Title/Subjects	Deadline for applications

## F. Information on the training programme/course:

If your institution provides more than one training programme/course, or similar programmes/courses in different levels, please make photocopies of this part of the questionnaire (part F.-pages 3 and 4 ) and fill in one part F per training programme/course.

Full title of the training programme/course											
Main objectives of the programme/course (pls. not more than 30 words)											
Year this programme/course started	4. Number of programmes/courses organized till today										
5.Responsible person/director											
6. Level and type of the training programme/course /pls. check one box  <table border="0"> <tr> <td><input type="checkbox"/> postgraduate (after PhD, Doctorate, etc.)</td> <td><input type="checkbox"/> continuing education</td> </tr> <tr> <td><input type="checkbox"/> graduate (MA, MBA, PhD, DESS, DEA, etc.)</td> <td><input type="checkbox"/> training of trainers</td> </tr> <tr> <td><input type="checkbox"/> undergraduate (first 3-5 years of University studies)</td> <td><input type="checkbox"/> non formal education</td> </tr> <tr> <td><input type="checkbox"/> specialized short training</td> <td><input type="checkbox"/> other/ pls. specify</td> </tr> </table>		<input type="checkbox"/> postgraduate (after PhD, Doctorate, etc.)	<input type="checkbox"/> continuing education	<input type="checkbox"/> graduate (MA, MBA, PhD, DESS, DEA, etc.)	<input type="checkbox"/> training of trainers	<input type="checkbox"/> undergraduate (first 3-5 years of University studies)	<input type="checkbox"/> non formal education	<input type="checkbox"/> specialized short training	<input type="checkbox"/> other/ pls. specify		
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<input type="checkbox"/> undergraduate (first 3-5 years of University studies)	<input type="checkbox"/> non formal education										
<input type="checkbox"/> specialized short training	<input type="checkbox"/> other/ pls. specify										
Type of degree/diploma/title/certificate awarded upon completion											
Main field(s) of training /pls. check one or a maximum of two boxes  <table border="0"> <tr> <td><input type="checkbox"/> cultural animation</td> <td><input type="checkbox"/> cultural policy</td> </tr> <tr> <td><input type="checkbox"/> cultural administration</td> <td><input type="checkbox"/> cultural development</td> </tr> <tr> <td><input type="checkbox"/> cultural management</td> <td><input type="checkbox"/> international cultural cooperation</td> </tr> <tr> <td><input type="checkbox"/> arts management</td> <td><input type="checkbox"/> other /please specify:</td> </tr> <tr> <td><input type="checkbox"/> cultural entrepreneurship</td> <td></td> </tr> </table>		<input type="checkbox"/> cultural animation	<input type="checkbox"/> cultural policy	<input type="checkbox"/> cultural administration	<input type="checkbox"/> cultural development	<input type="checkbox"/> cultural management	<input type="checkbox"/> international cultural cooperation	<input type="checkbox"/> arts management	<input type="checkbox"/> other /please specify:	<input type="checkbox"/> cultural entrepreneurship	
<input type="checkbox"/> cultural animation	<input type="checkbox"/> cultural policy										
<input type="checkbox"/> cultural administration	<input type="checkbox"/> cultural development										
<input type="checkbox"/> cultural management	<input type="checkbox"/> international cultural cooperation										
<input type="checkbox"/> arts management	<input type="checkbox"/> other /please specify:										
<input type="checkbox"/> cultural entrepreneurship											

9. Language(s) teaching
-------------------------

10. Regularity of the course */pls. check one box*

☐ regular (e.g. every year, every second year, every 3 months, etc. )  
pls. indicate periodicity:

☐ irregular- ad hoc course

Duration of the course				
.....years	.....months	.....weeks	.....days	.....hours

Main teaching methods /pls. check one or more boxes

<input type="checkbox"/> lectures	<input type="checkbox"/> distance learning
<input type="checkbox"/> seminars	<input type="checkbox"/> virtual course - using internet
<input type="checkbox"/> by correspondence	<input type="checkbox"/> by video/ TV/radio/CD-ROM
<input type="checkbox"/> other/pls. specify	

Number of participants in this programme/course ..... of which foreigners.....

14. From which countries/regions are your students? */check one or more boxes*

- ☐ Local
- ☐ National (only from your country)
- ☐ Sub-regional */pls. specify* (SADEC, Eastern Europe, etc.)
- ☐ Regional */pls. specify region* (Latin America and Caribbean, Asia and Pacific, Arab Countries, Africa, Europe)
- ☐ International/from various regions

Entry requirements (requirements for the admission to the programme/study)

- \_ Experience
- \_ Age
- \_ Degree /pls. check one box and indicate the academic field
- \_ Secondary school certificate
- \_ University degree
- \_ Other/ please specify:

Other requirements/ *please specify:*

Other requirements/ *please specify*:

Course/study requirements – mode of participation

☐ obligatory presence (face to face)

☐ examinations/papers

☐ final paper/thesis

☐ self study

☐ research

☐ practical work/internship

Fees / pls. indicate the total fee to be paid by participants in US\$.

18. Scholarships offered /pls. check one box

☐ no

☐ yes /please specify for whom and under which conditions:

Extracurricular activities /Special events related to the programme (conferences, meetings, etc.)

20. Is your institution a member of national or international bodies/general/ in the field of culture? (Networks, Associations, etc.) /Please indicate in which.

G. Documents related to your training programme/course published by your institution (books, handbooks, teaching materials):

Please provide information about each of your main publications on a separate sheet of paper according to the following structure:

Title
2. Type of publication / <i>pls. check one box</i> : <input type="checkbox"/> Book <input type="checkbox"/> Brochure <input type="checkbox"/> Report or document <input type="checkbox"/> Teaching manual <input type="checkbox"/> Other/ please indicate  <input type="checkbox"/> Series <input type="checkbox"/> Periodical (journals, newsletters, etc.) ....._ monthly ....._ quarterly
3. Language/s of publication
4. Approximate length (No. of pages)
First published in (year)
6. Fields covered

H. Please provide additionally :

- ☐ a set of your training programmes (curricula) and a selection of manuals and other teaching materials used
- ☐ professional profiles of students graduating from this training course

The questionnaire was filled in by (please print your name clearly)

Date:

Signature: