

**WELCOME TO THE
MASTERS PROGRAMME
ARTS AND CULTURAL
MANAGEMENT**





CONTENTS

Methods and Tools

Methods for Analysing Markets & Building Strategies

Qualitative & Quantitative Methods

Arts & Cultural Consumption and Audiences

Theories of Arts Consumption / Reception / Experience

Audience Development

Communication & Branding Strategies

Arts & Cultural Production and Cultural Organizations

Theories of Art Production and Organizations

International Law & Cultural Politics

Developing Cultural Organizations

Accounting, Finance, Fundraising

International Cultural management in Transition

Culture & Transformation

Culture & Cooperation

Participation, Diversity & Empowerment

Culture & Sustainability

Complementary Studies

The Individual & Interaction (introduction to the study)

Society & Responsibility



CURRICULUM (V90)

| Sem | Modulname | CP | Modulname | CP | Modulname | CP | Modulname | CP | Modulname | CP | Modulname | CP | Summe |
|-----|---|-----|---|----|--|----|----------------------------------|-----|---------------------------------------|-----|---|-----|-------|
| 4 | Participation, Diversity & Empowerment (2) | 2,5 | Communication & Branding Strategies | 5 | Master's Thesis | 5 | Master's Thesis | 5 | Master's Thesis | 5 | | | 22,5 |
| 3 | Participation, Diversity & Empowerment (1) | 2,5 | Culture & Sustainability | 5 | Qualitative & Quantitative Methods | 5 | Accounting, Finance, Fundraising | 5 | Developing cultural Organizations (2) | 2,5 | K3 Society & Responsibility (2) | 2,5 | 22,5 |
| 2 | Culture & Transformation | 5 | Culture & Cooperation | 5 | International Law & Cultural Policies | 5 | Audience Development (2) | 2,5 | Developing cultural Organizations (1) | 2,5 | K3 Society & Responsibility (1) | 2,5 | 22,5 |
| 1 | Methods for Analyzing Markets & Building Strategies | 5 | Theories of Arts Consumption / Reception / Experience | 5 | Theories of Art Production and Organizations | 5 | Audience Development (1) | 2,5 | | | K1 The Individual and Interaction (Introduction to the Study) | 5 | 22,5 |
| | | | | | | | | | | | | | 90 |

Finish within only 1 month
in the next semester and
you get the semester fee
back



CURRICULUM (V60)

| Sem. | CP | Module name | CP | Module name | CP | Module name | CP | Module name | C P | CP | Sum | | |
|------|----|---|----|---|----|--|----|----------------------------------|-----|-------------------------------------|---|------|----|
| 3 | | Mandatory Module: Qualitative & Quantitative Methods | 5 | Master's Thesis | 5 | Master's Thesis | 5 | Accounting, Finance, Fundraising | 5 | K3 Society & Responsibility (2) | 2,5 | 22,5 | |
| 2 | 5 | GI Module Culture & Transformation | 5 | Mandatory elective Module | 5 | Mandatory elective Module | 5 | Audience Development | | Communication & Branding Strategies | 2,5 | 17,5 | |
| 1 | 5 | Mandatory Module: Methods for Analyzing Markets & Building Strategies | 5 | Mandatory Module: Theories of Arts Consumption / Reception / Experience | 5 | Mandatory Module: Theories of Art Production and Organizations | 5 | | | | K1 The Individual and Interaction (Introduction to the Study) | 5 | 20 |
| | | | | | | | | | | | | 60 | |



COURSE PROGRESS – 1st semester

| I October 2018 | | | | | I Nov. 2018 | | | |
|---|---|---|------------|-----------------|---------------|---|---------|----|
| 40 | 41 | | 42 | 43 | | 44 | 45 | |
| CLASS ROOM | | K1 SEM. | K1 SEMINAR | K1 SEMINAR | K1 SEMINAR | | K1 SEM. | |
| I November 2018 | | | | I December 2018 | | | | |
| 45 | 46 | | 47 | 48 | | 49 | 50 | |
| seminar phase 2 (lecture/videos, analysis, statement) | | seminar phase 3 (lecture, literature, analysis, statements, transfer) | | | | seminar phase 4 (lecture, literature, transfer, statements, group work, quiz) | | |
| 51 | 52 | | 53 | 54 | | 55 | 56 | |
| 4 (webinar) | exam phase (short reflective essay) | | | | | | | |
| 4 | 5 | | 6 | | 7 | | 8 | 9 |
| F2 SEM. | F2 EXAM | | F2 EX. | | | | | |
| | | F3 SEM. | F3 SEMINAR | F3 SEMINAR | F3 SEMINAR | F3 SEMINAR | | |
| I March 2019 | | | | | II April 2019 | | | |
| 10 | 11 | | 12 | | 13 | | 14 | 15 |
| F3 EXAM | F3 EX. | | | | | | | |
| | | F4 SEM. | F4 SEMINAR | F4 SEMINAR | F4 SEMINAR | F4 SEMINAR | F4 SEM. | |



COURSE PROGRESS – 3rd semester

| III October 2019 | | | | III November 2019 | | |
|------------------|-------------------|----------------|-----------------|-------------------|----------------|--|
| 40 | 41 | 42 | 43 | 44 | 45 | |
| F6 PRO. | CLASS ROOM | F6 PROJECT | F6 PROJECT | F6 PRO. | | |
| | | | | F8 SEM. | F8 SEMINAR | |
| I November 2019 | | | I December 2019 | | | |
| 46 | 47 | 48 | 49 | 50 | 51 | |
| | | | F3 PRO. | F13 PROJECT | F13 PRO. | |
| F8 SEMINAR | F8 SEMINAR | F8 SEMI | | F8 EX. | | |
| I December 2019 | | I January 2020 | | | | |
| 51 | 52 | 1 | 2 | 3 | 4 | |
| F13 PRO. | F13 PROJECT | F13 PROJECT | F13 PROJECT | F13 PROJECT | F13 PRO. | |
| | K3.1 SEM. | K3.1 SEMINAR | K3.1 SEMINAR | K3.1 SEMINAR | K3.1 SEMINAR | |
| III Jan 2020 | III February 2020 | | | | III March 2020 | |
| 5 | 6 | 7 | 8 | 9 | 10 | |
| | F7 PRO. | F7 PROJECT | F7 PROJECT | F7 PROJECT | F7 PRO. | |
| K3.1 SEM. | | | | | | |
| III March 2020 | | | | IV April 2020 | | |
| 10 | 11 | 12 | 13 | 14 | 15 | |
| F7 PRO. | F7 PRO. | F12 SEM. | F12 SEMINAR | F12 SEMINAR | F12 SEMINAR | |
| K EX. | K EXAM | K EXAM | K EXAM | K EX. | | |

Please insert Master's Thesis here (V60)



COURSE PROGRESS – 4th semester

| IV April 2020 | | | | | IV May 2020 | |
|---------------|------------|------------|--------------|------------|-------------|--|
| 14 | 15 | 16 | 17 | 18 | 19 | |
| F12 SEMINAR | F12 EXAM | F12 EXAM | F12 EXAM | F12 EX. | | |
| | | | F9 SEM. | F9 SEMINAR | F9 SEM. | |
| IV May 2020 | | | IV June 2020 | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | |
| F9 SEM. | F9 SEMINAR | F9 SEMINAR | F9 EX. | | | |
| | | | | | | |

Please insert Master's Thesis here (V90)



K3 - COURSE

complementary studies

3 parts: leadership & responsibility / ethics / organizations in change

+ 4th exam part – select one focus

mandatory for all ps students

students from 3 english speaking distance learning programmes



EXAMS

If you cannot meet
an exam deadline
contact us!

portfolio assignment

tasks are defined and
solved phase by phase

direct feedback from
your e-mentor

examination: collection
of tasks and reflective
essay

assignment

tasks during the course
as preparation /
reflection

optional feedback from
your e-mentor

examination: individual
scientific reflection on a
specific subject

practice your academic
writing skills

project work

project is defined and
developed from the
start

permanent input from
teacher

additional feedback
from your e-mentor

examination: project
presentation and
dossier



TAKING BREAKS

severe reasons

- illness
- maternity
- family care

- hand in proof
- take up to 4 semesters off
- keep your student status
- pay only a reduced semester fee
- no exams possible

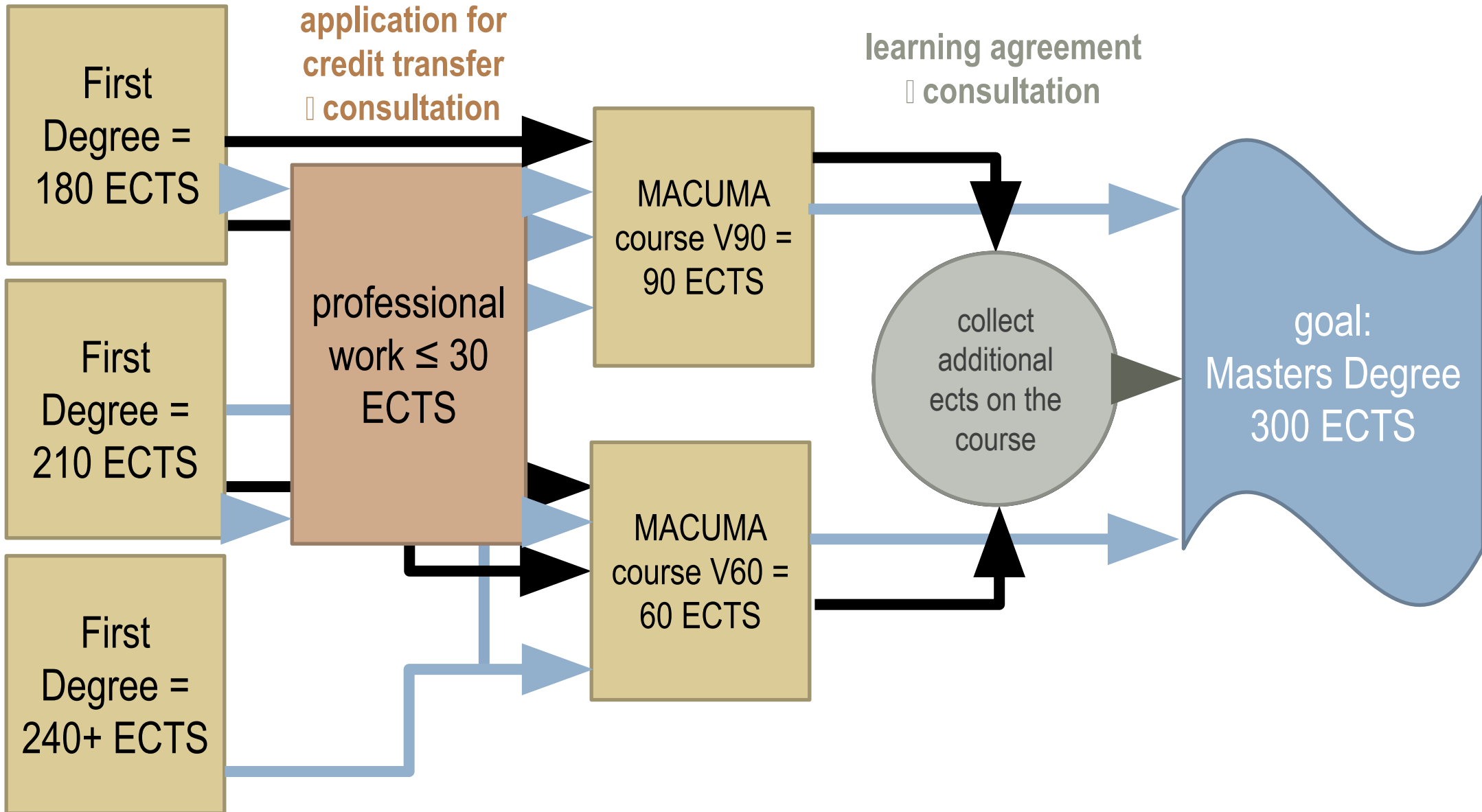
other reasons

- change of job / work
- financial situation
- personal reasons

- take up to 2 semesters off
- keep your student status
- pay only a reduced semester fee
- no exams possible



300 ECTS FOR A MASTERS DEGREE





PAPERWORK

fill in and sign exam registration for all 1st & 2nd semester modules

V60 students, who haven't selected their modules, fill in all registrations and will be crossed out for non-selected modules later on

hand in your enrolment documents and get your study documents (Tuesday)

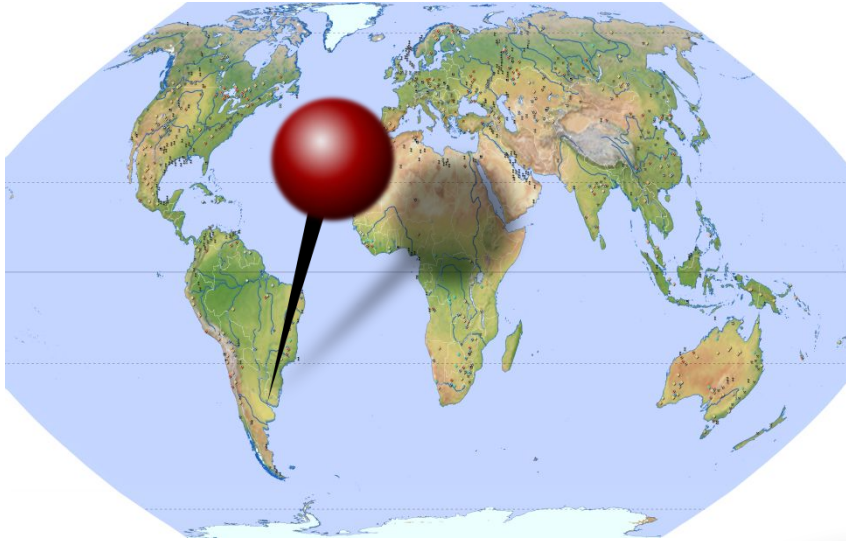
fill in learning agreements / credit transfer applications

tell us your installment plan ... **today!**

get your tuition fee notification (end of week)



BEFORE YOU GO FOR LUNCH ...



... pin your home country ...

... and become part of our course introduction film

... pick up your lunch voucher

See you back at 1:15 p.m. !

