



## ART MANAGEMENT

Programme type	Master's studies (university)
Field of study	Management
Study area	Business and Public Management
Qualification awarded	Master in Business Management
Length of programme	1,5 years ( 3 semesters)
Scope of programme (ECTS)	90
Language of instruction	English
Location	Kaunas, Lithuania
Starting date	1 <sup>st</sup> of September
Tuition fee EU students	2300 EUR/per year
Tuition fee Non-EU students	2300 EUR/ per year

### PROGRAMME DESCRIPTION

- *The objective*

The aim of this study programme is to educate highly qualified specialists in Art Management who are able to creatively and independently manage art organisations; initiate and pursue art and business cohesion projects; coordinate principles of art management and marketing in their activities; identify the problems of cultural management in art organization and marketing and provide their adequate solutions.

- *Career opportunities*

Graduates of this study programme will be able to work as heads of art organizations, their managers and marketers, art project managers and marketers, art event organizers and marketers, agents of artists, art and business organizations.

- *Access to further studies*

Graduates will have an opportunity to continue their research in the PhD studies in the field of social sciences.

## KEY LEARNING OUTCOMES

Graduates of Art Management are able to:

analyse and critically evaluate religious and worldview systems and their impact on the social, economic and political problems of a contemporary society; consider the important aspects of values for decision making; prepare and implement methodologically grounded social research programmes; assess communication processes in ethical, gender and intercultural dimensions; properly select and apply communication channels and tools for different purposes; manage the communication process; create and develop the structure of an organization; manage the processes related with the planning, organizing, directing and controlling the processes of an organization; determine the opportunities for business development; establish an enterprise or institution; choose appropriate business forms and methods; manage the finances of an organization; evaluate the financial and economic situations and business performance; employ various models and methods of human resource management; organise and manage diverse marketing activities; plan, organise, coordinate and develop the activities of different cultural organizations due to their specificity and macro social context; identify and solve the problems arising in cultural organizations by implementing management and marketing theories and methods; analyse micro and macro-economic processes; recognise the specific features of various cultural phenomena, their interaction and social and economic potential.

## COURSE INFORMATION

The programme has the following structure

Course Type	1st Semester	2nd Semester	3rd Semester
<b>Compulsory Courses</b>	Art Organization and Project Management (20 ECTS)	Art's Marketing (20 ECTS)	Master's Final Thesis (Study field: Management) (30 ECTS)
<b>Elective Courses</b>	Art, Society, Business (10 ECTS)	Art and Public Relations (10 ECTS)	
	Performance Management in Art Organizations (10 ECTS)	Art's Industry (10 ECTS)	

The structure of the programme demonstrates a specific applied orientation: it develops competences in management and marketing that are beneficial in the work of cultural and art organisations with regard to initiation and realisation of art and art industries projects, coordination of art exhibitions, organisation of mass cultural events, management of innovative processes in art/cultural organisations.

## GRADUATION REQUIREMENTS

All the subjects of the programme should be passed and positive assessment of the Master's Thesis public defence.

## ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Bachelor's degree or its equivalent and has to demonstrate that he or she has collected no less than 15 ECTS credits in the areas management and marketing.
- English language proficiency – the level not lower than B2 (following the Common European Framework of Reference for Languages (CEFR)).

## EXAMINATION AND ASSESSMENT REGULATIONS

Every course unit is concluded with either a written or written-oral examination or pass/fail evaluation. Student's knowledge and general performance during the examination are assessed by using a grading scale from 1 (very poor) to 10 (excellent).

### Academic contact

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### Admission contact

Please apply for more information at Admission Office by e-mail [admissions@cr.vu.lt](mailto:admissions@cr.vu.lt)