



ART MANAGEMENT

Programme type	Master's studies (University)
Field of study	Master in Business Management
Study area	Management
Degree	Business and Public Administration
Duration	1.5 years (3 semesters)
Workload	90 ECTS
Language of instruction	English
Location	Kaunas, Lithuania
Starting date	1 September
Tuition fee EU students	2295* EUR/per year (*to be confirmed)
Tuition fee Non-EU students	3300 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 organizations; 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 organizations and marketing and provide their adequate solutions.

- *Career opportunities*

Graduates of this study programme will be able to work as directors, managers and marketers of art organizations, art project managers and marketers, art event organizers and marketers, agents of individual artists as well as 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

The graduate is familiar with:

- art theories and is able to apply them when analysing art objects;
- the principles of management theories and is able to apply them in the operations of art organizations;
- the strategies of marketing and is able to apply them and carry out projects of art object distribution;
- the methods of marketing and is able to properly apply them in analysing and summarising the data according to the needs and preferences of target audiences.

The graduate is able to:

- assess the work, activity and informational sources, etc.;
- assess interdisciplinary context of management work;
- take initiative and coordinate activities; make decisions and solve problems with regard to society development tendencies, peculiarities of national and international contexts and values;
- apply communication strategies in order to create and develop qualitative communication on internal and external levels of organization;
- convincingly present his decisions and creative ideas;
- analyse and critically assess the evolution of art, transformations of the notion of art;
- analyse the interface between art industries and tendencies of the development of global society;
- analyse the models and strategies of operations of art organizations; develop operations of art organizations by meeting the needs of contemporary society;
- implement local and international projects of art objects and art objects distribution;
- identify and ground the problem of art management; choose empirical and theoretical material and methods of research dedicated to the investigation of the problem and to perform research.

COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester
Compulsory Courses	Strategic Management in Art Organizations (10 ECTS)	Creative Industries: Arts (10 ECTS)	Master Final Thesis (Study field: Management) (Master's Research Work) (30 ECTS)
	Contemporary Art and Society (10 ECTS)	Strategic Art Marketing (10 ECTS)	
Elective Courses	Management of Art Innovations and Projects (5 ECTS)	Negotiation Strategies in Knowledge Society (5 ECTS)	
	Art Law (5 ECTS)	Intellectual Systems in Financial Markets (5 ECTS)	
	Technologies and Innovations of Intercultural Communication (5 ECTS)	Private and Public Partnership in Art Business (5 ECTS)	
	Visual Semiotics (5 ECTS)	International Public Relations in Art (5 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 organizations with regard to initiation and realization of art and art industries projects, coordination of art exhibitions, organization of mass cultural events, management of innovative processes in art/cultural organizations.

GRADUATION REQUIREMENTS

All the examinations of course units of the programme should be passed and the Master's Thesis should be positively assessed during public defence.

EXAMINATION AND ASSESSMENT REGULATIONS

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

APPLICATION AND SELECTION REQUIREMENTS

Bachelor's degree or its equivalent. The applicant has to demonstrate that s/he has collected no less than 15 ECTS credits in Management and Marketing;

English language proficiency — the level not lower than B2 (following the Common European Framework of Reference for Languages (CEFR)).

Academic contact

Prof. Dr Virginija Jurėnienė
virginija.jureniene@knf.vu.lt

Admission contact

Admission Officer
admissions@cr.vu.lt