



## ART MANAGEMENT

Programme type	Master's Studies (University)
Field of study	Management
Study area	Business and Public Management
Degree	Master in Business Management
Duration	1.5 years ( 3 semesters)
Workload	90 ECTS
Language of instruction	English
Location	Kaunas, Lithuania
Starting date	1st of September
Tuition fee EU students	2600 * EUR/per year (*to be confirmed)
Tuition fee Non-EU students	3600 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 organization and marketing and provide their adequate solutions.

- *Career opportunities*

Graduates of this study programme will be able to work as directors of art organizations, their managers and marketers, 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

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 communication processes;
- 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, organize, 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;
- recognize the specific features of various cultural phenomena, their interaction and socio-economic potential.

## COURSE INFORMATION

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester
<b>Compulsory Courses</b>	Strategic Management in Art Organisations (10 ECTS)	Creative Industries: Arts (10 ECTS)	Master's Final Thesis (Study Field: Management) (30 ECTS)
	Contemporary Art and Society (10 ECTS)	Strategic Art Marketing (10 ECTS)	
<b>Elective Courses</b>	Management of Art Innovations and projects (5 ECTS)	Negotiation Strategies in Knowledge Society (5 ECTS)	
	Art Communication (5 ECTS)	Intellectual Systems in Financial Markets (5 ECTS)	
	Art Law (5 ECTS)	Private and Public Partnership in Art Business (5 ECTS)	
	Technologies and Innovations of Intercultural Communication (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 course units of the programme should be passed and the Master's Thesis should be positively assessed during public defence.

## ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Bachelor's degree or its equivalent and has to demonstrate that he/she 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)).

## EXAMINATION AND ASSESSMENT REGULATIONS

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 a grading scale from 1 (very poor) to 10 (excellent).

### Academic contact

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