



CULTURE MANAGEMENT

Programme type	Bachelor's Studies (University)
Field of study	Management
Study area	Business and Public Administration
Degree	Bachelor in Business Management
Duration	4 years (8 semesters)
Workload	240 ECTS
Language of instruction	English
Location	Kaunas, Lithuania
Starting date	1 st of September
Tuition fee EU students	2000* EUR/per year (*to be confirmed)
Tuition fee Non-EU students	3000 EUR/per year

PROGRAMME DESCRIPTION

- *The objective*

The study programme Culture Management aims is to prepare a broad-profile culture management specialists who are competent in the field of culture as an economic sector and are able to work as managers in cultural organizations of public and private sector as well as solve their economic and managerial problems, establish and develop their own cultural businesses.

- *Career opportunities*

The graduate of the study programme may pursue a professional career as a manager or a marketing specialist in various cultural fields: arts and media companies, cultural heritage organizations, creative industries, cultural and interdisciplinary projects; as well as establish a private cultural enterprise.

- *Access to further studies*

Graduates of the Cultural Management study programme who would like to work as professional specialists will continue their studies in one of the numerous Master programmes in the areas of Management and Business Administration, e.g. Art Management, Personnel Management, Service Management, Marketing and Integrated Communication and the like.

KEY LEARNING OUTCOMES

The graduate is able to identify and classify cultural and art phenomena; analyse them from the perspective of the historical development, aesthetic characteristics, social and economic value, etc.; knows the psychological peculiarities of effective communication, negotiation and teamwork as well as the principles of managing these processes; is able to select proper communication channels and means; knows the key management theories, terms, methods of organization process planning, change and risk management, assessment methods of an organization's financial and economical state and performance results and is able to apply the obtained knowledge in the analysis of the activities of cultural organizations; is able to analyse the micro- and macroeconomic processes affecting the managerial decisions for cultural organizations; assess the potential for establishing a cultural enterprise; develop a business plan and choose an appropriate legal form for a start-up; knows the key theories and concepts of marketing, factors of consumer behaviour and is able to apply the obtained knowledge to research, development, means and actions related with culture products and services, and organization and management of the marketing programmes; is able to develop the activities of cultural organizations, taking into consideration the peculiarities of the culture sector, identify and solve the respective problems; apply the knowledge in the field of project management with regard to the organization and realization of cultural projects.

COURSE INFORMATION

The programme has the following structure:

Course Type	1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Compulsory Courses	Culture and Consumption (5 ECTS)	Management of Cultural Organizations (5 ECTS)	Cultural Project Management (5 ECTS)	Culture Management (5 ECTS)
	Introduction to Culture Management (5 ECTS)	Introduction to Scientific Research (5 ECTS)	Microeconomics (5 ECTS)	Finance Accounting (5 ECTS)
	Sociology (5 ECTS)	Social Psychology (5 ECTS)	Social Research Methods: Quantitative Research (5 ECTS)	Basics of IT Programming (5 ECTS)
	Lithuanian Culture and Business History (5 ECTS)	Business English II/II (5 ECTS)	Social Communication (5 ECTS)	Social Research Methods: Qualitative Research (5 ECTS)
	Business English I/II (5 ECTS)	General University Subject 2 (5 ECTS)	Computer Publishing Systems (5 ECTS)	Macroeconomics (5 ECTS)
	General University Subject 1 (5 ECTS)			
Elective Courses		Cultural Industries: Dance (5 ECTS)	Cultural Industries: Music (5 ECTS)	Cultural Industries: Tourism (5 ECTS)

		Cultural Industries: Theatre (5 ECTS)	Cultural Industries: Film (5 ECTS)	Cultural Industries: Fashion Industry (5 ECTS)
Course Type	5 th Semester	6 th Semester	7 th Semester	8 th Semester
Compulsory Courses	Culture Economics (5 ECTS)	Culture Policy (5 ECTS)	Commercial Law and Copyright (5 ECTS)	Bachelor's Final Thesis (Field: Culture Management) (15 ECTS)
	Internet Marketing (5 ECTS)	Financial Enterprise Analysis (5 ECTS)	Internship (15 ECTS)	
	Organisational Finance (5 ECTS)	Human Resources Management (5 ECTS)	Business Models and Strategies (5 ECTS)	Development and Management of Cultural Business (5 ECTS)
	Social Responsibility Management (5 ECTS)	Coursework (5 ECTS)	Branding (5 ECTS)	
	Digital Projects of Audiovisual Communication (5 ECTS)	General University Subject 3 (5 ECTS)		Cultural Product Management (5 ECTS)
Elective Courses	Cultural Industries: Television (5 ECTS)	Cultural Industries: Visual Arts (5 ECTS)		
	Cultural Industries: Radio (5 ECTS)	Cultural Industries: Museums (5 ECTS)		

The structure of the Cultural Management study programme and the rationale of its design is influenced by the aim of the study programme, which is to prepare a broad-profile culture management specialists who are competent in the field of culture as an economic sector and are able to work as managers in cultural organizations of public and private sector as well as solve their economic and managerial problems, establish and develop their own cultural businesses.

GRADUATION REQUIREMENTS

Cultural Management undergraduate studies are completed with the public defence of the final Bachelor Thesis.

ADMISSION REQUIREMENTS AND SELECTION CRITERIA

- Matura (high school leaving) certificate;
- 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

Assoc. Prof. Dr Audronė Rimkutė
audrone.rimkute@knf.vu.lt

Admission contact

Mrs Livija Grikiėtis
Phone: : +370 377 50914
livija.grikiėtis@knf.vu.lt