

MASTER IN CULTURAL HERITAGE AND ACTIVITIES MANAGEMENT LEVEL II – XI EDITION A.Y. 2017-2018

Presentation

The **Ca' Foscari University of Venice** and the **ESCP Europe** have created a **Dual Master's** in Cultural Heritage and Activities Management (MaBAC) to train professionals who can submit and manage new businesses relating to arts and culture, by providing them with innovative teaching and a combination of experience and managerial tools from **teachers and professionals of international standing**. Ca' Foscari and ESCP Europe are jointly offering the opportunity to: gain **two Master's qualifications** from the two institutions on **just one course**; access the European labour market; experience teaching and training in two world capitals of culture; and share the experience of teaching staff consisting of academics from both institutions and professional experts.

Aims

The objective is to train experts in the **management of artistic and cultural processes** on a **national and international** scale, with particular expertise in the management of complex cultural projects.

These professionals will be able to integrate into institutions and organisations that work in the culture system, for example, museums, cultural events organisation and management companies, publishing companies, or in professions that are directly or indirectly connected to cultural productions, or in public administrations at various

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regional levels, etc. Graduates with this managerial profile will be able to find employment in high level positions, with expertise in identifying and managing tangible and intangible resources, setting up partnership agreements and managing international projects.

Didactic activities

MODULE 1

CORPORATE

Strategic and operational management of cultural organisations

Objective: to acquire the main strategic and organisational analytical instruments applied at cultural organisations. To examine the competitive dynamics in the cultural system.

Marketing of cultural products

Objective: to acquire the main instruments for cultural heritage and activities enhancement and communication. To examine interaction strategies with user communities and with the main actors in the cultural system.

Planning and control of cultural organisations

Objective: to demonstrate budgeting techniques.

Project management in cultural organisations

Objective: to acquire the instruments and methods to lead projects in cultural businesses.

Technological innovation for cultural organisations

Objective: to explore the use and effects of new technologies in cultural management.

MODULE 2

ECONOMIC

Arts and culture economics

Objective: economic analysis of the supply and demand of arts and culture.

Art market economics and analysis

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Objective: sectoral development of the cultural system.

Finance and taxation of cultural institutions and products

Objective: analysis of financial performance factors of cultural organisations.

MODULE 3

LEGAL

Cultural heritage and activities legislation

Objective: to demonstrate the national and international legislation for cultural organisations.

MODULE 4

CULTURAL POLICY

Objective: to learn about cultural policies and the enhancement of cultural heritage from an international perspective.

Duration and summary of training activities and training credits (CFU)

/Course duration:

14 months

/Total training activities

Classroom hours 775

/Work placement/project work

Hours: 400

/TOTAL ACTIVITIES

Total hours: 1875

Total ECTS/CFU: 75

Qualification awarded

Students who have attended the classes, performed the work placement and passed the mid-term and final exams will be awarded the dual qualification of a level II

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Master's Degree in Cultural Heritage and Activities Management – Mastère Spécialisé en Management des Biens et des Activités Culturels.

Course period

September 2017 > November 2018

Teaching schedule

full time from Monday to Friday*

**The teaching calendar will be defined in detail in good time before the start of the course. It will be sent out directly to each student.*

Teaching method

Formal lectures

Language

ENGLISH, FRENCH and ITALIAN

Attendance

Attendance will be monitored by signing a register. Individual modules can only be passed with regular classroom attendance. In any case, absences must not exceed 15% of the lesson hours for each individual module.

Credits are earned by passing individual modules, by completing the work placement/project work and by passing the final exam.

Course location

P.zo Telecom Future Centre - Venice/ESCP Europe - Paris

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Admission requirements

SECOND LEVEL

/Specialist/postgraduate or old system undergraduate degree (prior to 509/99) in an economic or social subject (Business Economics, Economics, Political Science, Communication Sciences, Sociology, Psychology, etc)

/Specialist/postgraduate or old system undergraduate degree (prior to 509/99) in a humanities subject (Literature, Languages and Foreign Literature, Philosophy, History, History of Art, Conservation of Cultural Heritage, Architecture, Performing Arts, etc)

/Specialist/inter-faculty postgraduate degree in Arts and Cultural Activities Economics and Management

/Specialist/postgraduate or old system undergraduate degree (prior to 509/99) in a legal subject

/Equivalent foreign university qualification in a similar area, subject to approval from the Teachers' Board

/Good knowledge of French and English (if your knowledge of English is not certified, you will have to take an entrance test)

Admission application

To submit your application, you need to fill in the online admission application, the details of which are defined under **Article 3** of the University's call for applications.

Only applications with all the required documentation will be considered. The call and its relative attachments can be found and downloaded on the Master's website.

During the online procedure, candidates must provide the documents indicated in the University's call for applications (self-certification of qualification or, alternatively, a diploma supplement; curriculum vitae; photocopy of a valid form of ID; photocopy of tax code, if you have one), as well as an electronic copy of:

- the downloaded and completed attachment from the Master's website: "DOSSIER DE CANDIDATURE"
- 2 reference letters, using the model downloaded from the Master's website: "REFERENCE LETTER"
- A recent passport-sized photo in JPEG format.

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Selection procedure

To be admitted onto the course, you must pass the **selection exam**, which will take place in Venice on **16 June 2017** at the San Giobbe campus building (Cannaregio 873, Fondamenta San Giobbe, 30121 VE).

The selection exams consist of a general culture test, an English test and a general interview.

The two tests consist of a multiple-choice quiz, lasting an hour in total, and do not require any preparation. The English test will focus on grammar, comprehension and vocabulary.

To take part in this Master's, you need a basic knowledge of French (minimum level A2 according to the common European framework of reference) and a good command of English (minimum level B2). If you do not provide prior certification of your knowledge of English by sending your relevant document to: master.challengeschool@unive.it, mabac@unive.it, you must take an entrance test. The aforementioned certification must not be more than 2 years old. The documentation will be duly reviewed by the Teachers' Board of the Master's.

Graduate eligibility

Students who are just about to graduate may also be admitted onto the course, provided that they earn their qualification within one month from the start of the course. In this case, the enrolment onto the Master's may only be finalised after the valid qualification for admission has been awarded.

Available places

/The maximum number of places available is: **42** (50% selected in Italy and 50% in France)

/The Master's course will only begin when it reaches at least **16** enrolled students

Course fees € 14.200,00

/1st instalment by: 4 July 2017: **1.436,00** (with tax stamp - to be paid to the Ca' Foscari University of Venice)

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/2nd instalment by: 11 September 2017: **€ 6.390,00** (to be paid to the Ca' Foscari University of Venice)

/3rd instalment by: 11 March 2018: **€ 6.390,00** (to be paid to the ESCP Europe in Paris)

Academic Coordinator and responsible relationships with stakeholders

Prof. Francesco Casarin

Director

dott. Umberto Rosin

Website

www.unive.it/mabac-en

Enrolment

ADMISSION APPLICATION SUBMISSION (article 3 of the call 2016-17)

by 1 June 2017

SELECTION RESULT ANNOUNCEMENT

by 21 June 2017

ENROLMENT COMPLETION

by 4 July 2017

For information

/on the **submission procedures** please contact the Administration Office of **Ca' Foscari Challenge School**:

Tel: **+39 041 234 6853** (from 9:00 am to 1:00 pm)

Fax: **+39 041 234 6801**

E-mail: master.challengeschool@unive.it



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/on the **teaching**, for the **admission selection** and **enrolment applications** please contact:

e-mail: mabac@unive.it