



# MASTER IN MANAGEMENT OF CULTURAL ASSETS AND ACTIVITIES

## LEVEL II – XIV EDITION

### A.Y. 2020 – 2021

#### Presentation

The **Ca' Foscari University of Venice** and the **ESCP Europe** have created a **Dual Master's in Management of Cultural Assets and Activities (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 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

#### 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.

## ECONOMIC

### ***Arts and culture economics***

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

### ***Art market economics and analysis***

Objective: sectoral development of the cultural system.

### ***Finance and taxation of cultural institutions and products***

Objective: analysis of financial performance factors of cultural organisations.

## LEGAL

### ***International and European law of cultural heritage***

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

## CULTURAL POLICY

### ***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)

The Master's lasts for **one year** with **810 hours of didactic activities**.

An **internship of a minimum of 375 hours** forms an integral part of the course and represents an excellent opportunity to enter the workplace.

Participants already working professionally may request an exemption in the total hours required to complete the internship, which may also be replaced by targeted project work. This request will be assessed by the Master's Board of Professors according to the nature of the professional commitment. If it is necessary, while always preferring, where possible, the face-to-face lesson, the Master is structured so that some seminars and project work can take place online.

Including individual study and preparation of a final thesis, the course requires an overall commitment of **1875 hours**, for a total of **75 CFU**.

## 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 Master's Degree in Management dei Beni e delle Attività Culturali – Mastère Spécialisé en Management des Biens et des Activités Culturels.



## Course period

October 2020 > November 2021

## 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

Venice / Paris

## 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"
- A recent passport-sized photo in JPEG format.

Without any obligation The candidate may also submit 2 reference letters according to the model downloadable on the Master's website: "REFERENCE LETTER". Sending must take place at [mabac@unive.it](mailto:mabac@unive.it).

## Selection procedure

To be admitted onto the course, you must pass the **selection exam**, which will take place **through a cognitive streaming interview**, which will take place on **September 11th, 2020** and will aim to ascertain what has been declared in the documentation sent.

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](mailto:master.challengeschool@unive.it), [mabac@unive.it](mailto:mabac@unive.it), the linguistic competence will be subject to verification during the interview. 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. Knowledge of the French language does not have to be certified.

For information on the selection, contact the Master Tutor: [mabac@unive.it](mailto:mabac@unive.it)

## 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: **50\*** (50% selected in Italy and 50% in France)

/ \*The Master's course will only begin when it reaches at least **10** enrolled students

## Course fees € 16.000

/1<sup>st</sup> instalment by **09/20/2020: € 1.616** (with tax stamp - to be paid to the Ca' Foscari University of Venice)

/2<sup>nd</sup> instalment by **12/20/2020: € 7.200** (to be paid to the Ca' Foscari University of Venice)

/3<sup>rd</sup> instalment by **03/20/2021: € 7.200** (to be paid to the ESCP Europe in Paris)

\* *The cost of the revenue stamps not refundable*

For the students selected in Italy, the participation fee includes two trips from Italy to France

## Selection fee: € 50

Non-refundable, to be paid **by September 06<sup>th</sup>, 2020** when submitting the application of admission, through PagoPA.



Failure to pay the contribution will result in the exclusion of the selection process and possible admission to the Master

## Director

Prof. Umberto Rosin

## Responsible of relationships with stakeholders

Prof. Francesco Casarin

## Enrolment

ADMISSION APPLICATION SUBMISSION (article 3 of the call 2020-21)

**by 09/06/2020**

SELECTION RESULT ANNOUNCEMENT

**by 09/14/2020**

ENROLMENT COMPLETION

**by 09/20/2020**

Teaching start: **October 12th, 2020** (preliminary week October 5-9, 2020)

## For information

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

tel. 041 234 6853

e-mail [master.challengeschool@unive.it](mailto:master.challengeschool@unive.it)

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

e-mail [mabac@unive.it](mailto:mabac@unive.it)