

Summary of Degree Programme 'Arts and Culture Management'

Field of Studies

38.04.02 Management

Approved by

Minutes of Academic Council No.13 of 27.09.2019

HSE University Educational Standard

[HSE University Educational Standard: Master's Degree \(from 2022\)\(signature\)](#) (PDF, 1.05 Mb)

[HSE University Educational Standard](#) (PDF, 441 Kb)

Last Update

Minutes of St. Petersburg School of Economics and Management Council Meeting № 8.3.2.4-08/1909-01 from 19.09.2023

Network Programme

No

Length of Studies, Mode of Studies, Credit Load

2 years [□]

Full-time, 120 ECTS

Language of instruction

ENG

Instruction in English

Qualification upon graduation

Master

Double-degree Programme

Yes

Use of online learning

With online tools

Tracks

2023/2024 ACADEMIC YEAR

Arts Management and Curating

Type: Applied

Track Supervisor: [Zelenskaya, Elena](#)

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

- KER-1. Applies modern communication technologies in English for academic and professional interaction, takes into account the diversity of cultures in the process of intercultural interaction;
- KER-2. Carries out a reasonable choice of methods and, if necessary, software tools for collecting and processing professional information, testing research hypotheses and the reliability of the data obtained;
- KER-3. Based on theories and concepts in management and economics, formulates tasks and hypotheses for performing research tasks when setting up applied and fundamental research, and presents the results of the stages of research implementation for discussion in a professional environment;
- KER-4. Explains management and marketing phenomena, processes and consumer behavior based on concepts and explanatory models in management and related sciences, identifies significant problems and develops ways to solve them; make recommendations to managers of organizations;
- KER-5. Organizes the work of the project team to solve management problems, hold a cultural event, promote the project, conduct analytical studies of the business environment.

Description of the professional field:

- PC-1. Knows the features of culture and art of different eras and regions;
- PC-2. Understands the development of art, the main styles of art;
- PC-3. Knows the main methods of data collection and analysis in the management of arts and culture;
- PC-4. Able to choose methods in accordance with the research question posed;
- PC-5. Able to apply methods of data collection and analysis in the management of arts and culture;
- PC-6. Able to interpret the results obtained;
- PC 7. Knows the basic theories and models in the field of art and culture management;
- PC-8. Able to formulate a research question in the field of management of arts and culture;
- PC-9. Knows how to choose methods for empirical testing of hypotheses in the field of art and culture management;
- PC-10. Knows the basic concepts and models of decision-making by visitors to art institutions;

- PC-11. Knows the basics of project management in the field of art and culture;
- PC-12. Knows how to identify the problems of art institutions based on models, analyze the difficulties that have arisen, develop development strategies and data-driven solutions;
- PC-13. Knows how to organize work within the framework of the project to fulfill the tasks of art institutions;

Description of educational modules:

The module “Major” provides an opportunity to master the professional competencies necessary to achieve personal student learning outcomes. Students can gain knowledge and competencies in “Arts History and Contemporary Cultural Practices”, “Analytics in Arts and Culture”, “Art Management”, “Curating”, etc. There are also elective courses such as “PR and Collaborations in Arts and Culture”, “Place Branding for Tourism and Hospitality Services”, “Analysis and Modelling of Business Processes”, etc.

The module “Key seminars” includes Research Seminar "Academic Reading, Writing, and Presenting", Research Seminar "Problems of Scientific Research in Art and Culture", Research seminar "Preparation and Discussion of a Master's Thesis", Mentor`s Seminar "Arts and Culture Management". Research seminars are an active form of learning that focuses on the introduction to principles and methods of an academic study in the field of arts and culture management. Mentor`s Seminar is an active form of training in professional competencies, with leading practitioners being involved in the seminar. The course is designed to ensure the development of the students' understanding of the state-of-the-art practices in the cultural sector and build their individual learning trajectories. Field visits of art institutions, guest lectures, and individual consultation are a vital part of the course.

The module “Internship” consists of 3 types of internship: Project Internship, Professional Internship, Research Internship. Project internship implies participation in applied and research projects. Professional internship is a work experience internship. Research internship includes the preparation of a term paper and a master’s thesis.

The module “Magolego” takes place in the second year of study. Students choose elective courses from the university-wide pool of courses during their study period.

2022/2023 ACADEMIC YEAR

Arts Management and Curating

Type: General

Track Supervisor: [Zelenskaya, Elena](#)

Language of instruction: English

Use of online learning: With online tools

Qualification upon graduation: Магистр

Key learning outcomes:

- KER- 1. Uses modern communication technologies in English for academic and professional interaction, takes into account the diversity of cultures in the process of intercultural interaction.
- KER- 2. Carries out a reasonable choice of methods and, if necessary, software tools for collecting and processing professional information, testing research hypotheses and reliability of the data obtained.
- KER- 3. On the basis of theories and concepts in management and economics, formulates tasks and hypotheses for performing research tasks in the formulation of applied and fundamental research, presents the results of the stages of research implementation for discussion in the professional environment.
- KER- 4. Explains managerial and marketing phenomena, processes and consumer behavior based on concepts and explanatory models in management and related sciences, identifies significant problems and develops ways

to solve them; gives recommendations to managers of organizations.

— KER-5. Organizes the work of the project team to solve management tasks, conduct cultural events, promote the project, conduct analytical studies of the business environment

Description of the professional field:

— PC-1. Knows the features of culture and art of different eras and regions;

— PC-2. Understands the development of art, the main styles of art;

— PC-3. Knows the main methods of data collection and analysis in the management of arts and culture;

— PC-4. Able to choose methods in accordance with the research question posed;

— PC-5. Able to apply methods of data collection and analysis in the management of arts and culture;

— PC-6. Able to interpret the results obtained;

— PC 7. Knows the basic theories and models in the field of art and culture management;

— PC-8. Able to formulate a research question in the field of management of arts and culture;

— PC-9. Knows how to choose methods for empirical testing of hypotheses in the field of art and culture management;

— PC-10. Knows the basic concepts and models of decision-making by visitors to art institutions;

— PC-11. Knows the basics of project management in the field of art and culture;

— PC-12. Knows how to identify the problems of art institutions based on models, analyze the difficulties that have arisen, develop development strategies and data-driven solutions;

— PC-13. Knows how to organize work within the framework of the project to fulfill the tasks of art institutions;

Description of educational modules:

The module “Major” provides an opportunity to master the professional competencies necessary to achieve personal student learning outcomes. Students can gain knowledge and competencies in “Arts History and Contemporary Cultural Practices”, “Analytics in Arts and Culture”, “Art Management”, “Curating”, etc. There are also elective courses such as “PR and Collaborations in Arts and Culture”, “Place Branding for Tourism and Hospitality Services”, “Analysis and Modelling of Business Processes”, etc.

The module “Key seminars” includes Research Seminar “Academic Reading, Writing, and Presenting”, Research Seminar “Problems of Scientific Research in Art and Culture”, Research seminar “Preparation and Discussion of a Master’s Thesis”, Mentor’s Seminar “Arts and Culture Management”. Research seminars are an active form of learning that focuses on the introduction to principles and methods of an academic study in the field of arts and culture management. Mentor’s Seminar is an active form of training in professional competencies, with leading practitioners being involved in the seminar. The course is designed to ensure the development of the students’ understanding of the state-of-the-art practices in the cultural sector and build their individual learning trajectories. Field visits of art institutions, guest lectures, and individual consultation are a vital part of the course.

The module “Internship” consists of 3 types of internship: Project Internship, Professional Internship, Research Internship.

The module “Magolego” takes place in the second year of study. Students choose elective courses from the university-wide pool of courses during their study period.

Competitive Advantages

1. Uniqueness

'Arts and Culture Management' is a unique English-taught master's programme that is aimed at training future market leaders in management of the cultural industry and creative entrepreneurship. Throughout the programme, students get a comprehensive understanding of the global trends and business processes required for running creative industries, receive hands-on experience in using top-notch analytical and management tools, as well as learn what it takes to become curators of art projects.

2. Practice-oriented teaching

The learning process is based on solving case studies and developing individual business projects related to the arts and culture management. The latter is developed by students in collaboration and under the practitioners mentoring.

Guest lectures, workshops, company visits form an integral part of the programme. In addition to that, students get an opportunity to do internships at reputable organizations. Also, students may prepare practice-oriented coursework and theses, in which theory-based solutions to the problems of the respective company are developed.

3. Industry Partnerships

The program collaborates with major museums, theatres, creative clusters and other businesses. Partners serve as providers of research and applied projects, and placements for internships; experts from partner institutions give tailored courses and are members of the programme's academic board.

4. Perfect location

Being the cradle of Russian culture and a major tourist attraction, St. Petersburg offers the programme a rich socio-cultural environment that facilitates the learning process, as well as finding business contacts, ensuring immediate employment after graduation.

5. Digital skills

The programme places special attention on teaching cutting-edge digital skills in analytics, marketing, business process management, and intellectual property management. This is achieved through new modules integrated in the study curriculum, such as Digital Transformation Practices, Intellectual Property Management in the Digital Environment, Digital and Offline Marketing in Arts and Culture, Analytics in Arts and Culture.

6. Double Degree track

The Master's Programme 'Arts and Culture Management' cooperates with Università Cattolica del Sacro Cuore in Milan. The double degree track is implemented in conjunction with the Master's programme 'Methods and Topics in Arts Management' under the guidance of Professor Chiara Paolino, an internationally acknowledged researcher in the field of arts and culture management.

Options for Students with Disabilities

This degree programme of HSE University is adapted for students with special educational needs (SEN) and disabilities. Special assistive technology and teaching aids are used for collective and individual learning of students with SEN and disabilities. The specific adaptive features of the programme are listed in each subject's full syllabus and are available to students through the online Learning Management System.

Programme Documentation

All documents of the degree programme are stored electronically on this website. Curricula, calendar plans, and syllabi are developed and approved electronically in corporate information systems. Their current versions are automatically published on the website of the degree programme. Up-to-date teaching and learning guides, assessment tools, and other relevant documents are stored on the website of the degree programme in accordance with the local regulatory acts of HSE University.



I hereby confirm that the degree programme documents posted on this website are fully up-to-date.

Vice Rector Sergey Yu. Roshchin

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