



MASTER'S IN MANAGEMENT OF CULTURAL HERITAGE AND ACTIVITIES LEVEL II - EDITION XVII A/Y 2023 - 2024

Presentation

Ca' Foscari University of Venice and ESCP Business School (Paris) have created a **dual Master's in Management of Cultural Heritage and Activities (MaBAC)** in response to the challenges posed by today's world for culture and management of the arts. The Master's Programme provides the tools for effective, virtuous management of new artistic and cultural projects.

Ca' Foscari and ESCP Business School 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;**
- Share the experience of **teaching staff consisting of academics from both institutions and professional experts;**
- Access an **extensive network of 608 former students and over 400 international cultural institutions** that have hired or provided internships to our students.

Courses will be held **for the first half in Venice** (September – December 2023) **and for the second half in Paris** (January – March 2024).

Objectives

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. 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.

The Master's provides the skills for students **to integrate into institutions and organizations that work in the culture system**, such as: museums, theatres, foundations, art galleries, cultural events organization 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.

SYLLABUS:

Preliminary Week

An optional, but strongly recommended, preliminary course of 30 hours (from 4 to 8 September 2023) is offered with basic content on the economics of culture and business administration.

Strategic and Operational Management of Cultural Organizations

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

Course hours: 45

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.

Course hours: 45

Planning and Control of Cultural Organizations

Objective: to teach budgeting and control techniques in cultural organizations.

Course hours: 45

Project Management in Cultural Organizations

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

Course hours: 45

Technological and Digital Innovation for Cultural Organizations

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

Course hours: 23

Digital Strategy for Cultural Management

Objective: to acquire tools for managing uncertainty in the external context and to use digital innovation to develop compelling cultural offerings for consumers, citizens and stakeholders.

Course hours: 45

Art Market Economics and Analysis

Objective: sectoral development of the cultural system, and in particular of art markets.

Mechanisms of functioning of art markets.

Course hours: 45

International and European Cultural Heritage Law

Objective: national and international legislation for cultural organizations and contracts in the art sector.

Course hours: 45

Cultural Policy

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

Course hours: 45

Finance and Taxation of Cultural Institutions and Products

Objective: analysis of financial performance factors of cultural organizations. (This module is held in Paris only)

Course hours: 22

Project work

Objective: from the start of the programme, students will focus, in direct contact with institutions, on implementing strategic and operational projects proposed by major cultural organizations.

Case studies

Objective: students will engage with typical problems relating to the management of cultural institutions, referring to actually existing cultural organizations.

Seminars and institutional visits

During the programme, students will have the opportunity to meet with the managers and directors of major national and international cultural institutions.

Career coaching

The programme includes group and individual meetings to provide students with the tools they need for career orientation and entering the job market.

Language courses

French and Italian language courses taught by native speakers will be held throughout the programme.

Duration and academic credits (CFUs)

The Master's has a duration of one year and consists of:

- **810 hours of coursework** (in physical presence)
- **375 hours of internship** (participants already working in the sector can replace the internship with project work focusing on activities of interest)
- **1,875 total hours of study**, including individual study and preparation of a final thesis
- **75 CFUs** awarded

Qualification issued

Students who have attended the didactic activities, completed the internship activities and passed the mid-term and final examinations will be awarded:

- The Italian qualification of **Master universitario di II livello in Management dei beni e delle attività culturali (Second-level master's degree in Management of Cultural Heritage and Activities)**
- The French qualification of **Mastère Spécialisé en Management des biens et des activités culturels**

Both qualifications are officially recognised by the respective Italian and French ministries.

Course period

4 SEPTEMBER 2023 – 20 DECEMBER 2024

Calendar:

4 – 8 September 2023: introductory week in Venice

9 – 10 September 2023: student integration seminar

11 September – 15 December 2023: period in Venice

2 January – 29 March 2024: period in Paris

1 April – 30 November 2024: time to complete internship and work on the thesis

By 20 December 2024: defence of thesis and award of qualification

Course calendar

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

Languages

Italian, English and French.

During the time in Venice, courses will be held in English (whereas presentations by business and institutional speakers will be given in English or Italian). During the time in Paris, all didactic activities will be in French.

Attendance

Attendance is compulsory for 85% of total hours and will be monitored by the master's staff. Award of the degree is conditional on completion of activities, including any intermediate examinations, internship/project work and final examination. Students who work in a sector relevant to the Master's degree may apply to have their work counted in lieu of the internship.

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, Foreign Languages and Literature, Philosophy, History, Art History, Conservation of Cultural Heritage, Archaeology, 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, subject to approval from the Teachers' Board

/ At the discretion of the Master's Programme's Teachers' Board, candidates holding other Italian undergraduate degrees or academic qualifications awarded in other countries may be admitted if the Board deems them meritorious in view of their educational background and in accordance with applicable legislation

/ Good proficiency in English (at least B2 level; students without certification must take a test during the selection process) and basic proficiency in French.

Admission application

Candidates must fill in the on-line admission application, the details of which are defined under article 3 of the University's Call for Applications. Only applications accompanied by all the required documentation will be considered. The Call for Applications and relative attachments can be downloaded from the Master's web page.

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), as well as an electronic copy of:

- the attachment “DOSSIER DE CANDIDATURE”, which may be downloaded from the Master’s website, appropriately completed in Italian or English;
- where held, certification of English language proficiency.

Optionally, the candidate may also submit 2 reference letters using the template that may be downloaded from the Master’s Programme’s website: “REFERENCE LETTER”. Submissions must be sent to mabac@unive.it by the deadline for filing the application for admission.

Selection procedure

A specially appointed commission will assess the candidates through analysis of their CVs and qualifications and an interview held during one of the following sessions: 24 February (online), 8 May (in physical presence in Venice), 10 July (online) or 24 August (online).

Within the framework of the selection, the evaluation criteria will be: academic qualification, professional experience, knowledge relating to the field of the master’s programme and motivation. To participate in the Master’s Programme, students must have basic proficiency in French and good proficiency in English (minimum level of B2). Students who do not provide prior certification of their knowledge of English by sending the relevant document to master.challengeschool@unive.it, mabac@unive.it, will have their language proficiency tested during the online interview.

Such certification must not be more than two 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’s Tutor: mabac@unive.it.

Please refer to the Master’s Programme’s dedicated webpage for information about applying for any scholarships.

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 in the Master’s may only be finalised after the valid qualification for admission has been awarded.

At the discretion of the Teachers’ Board, students without undergraduate degrees may audit the courses and will be awarded an attendance certificate.

Available places

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

Course fees: € 16,900

/ 1st instalment by **29/08/2023: € 1,706.00** (inclusive of duty stamp of € 16)* to be paid to the Ca’ Foscari University of Venice

/ 2nd instalment by **13/10/2023: € 7,605.00** to be paid to the Ca’ Foscari University of Venice

/ 3rd instalment by **January 2024: € 7,605.00** to be paid to ESCP Business School

* *The cost of the revenue stamp is not refundable.*

All students will have access to a free full lunch on the days of classes at the dining hall located in the facilities where classes will take place in Venice.

The fee also includes didactic materials that will be distributed throughout the program.

Selection fee: € 36 (inclusive of duty stamp of € 16)

Not refundable, to be paid **by 20 August 2023** when submitting the application of admission, through PagoPA. Failure to pay the selection fee will result in exclusion from the selection process and from admission to the Master's Programme.

Study support

Information on possible scholarships to cover totally or partially the enrolment fee, if given, are updated on the Master's Programme web page on the website.

Loans are available from the University's partner banks (for more information: <http://www.unive.it/pag/8560/>).

Enrolment

ADMISSION APPLICATION SUBMISSION (online procedure, Call for Applications, art. 3)
by 20 August 2023

SELECTION RESULT ANNOUNCEMENT
by 25 August 2023

ENROLMENT COMPLETION (online procedure, Call for Applications, art. 6)
by 29 August 2023

Directors

Professor Francesco Casarin - Ca' Foscari University of Venice
Professor Carole Bonnier - ESCP Business School

General Coordinator

Professor Umberto Rosin

For information

For general information concerning the master's programme, enrolment procedures, access methods and internships, please contact the programme's project manager.

Project manager of Master's Programme

Mr. Lorenzo Paolini Manfucci
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Master's Programme tutor

e-mail: mabac@unive.it

Ca' Foscari Challenge School - Administration Office, from 9 AM to 1 PM

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