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# Cultural Management

CERTIFICATE COURSE



# Cultural Management

CERTIFICATE OF THE UNIVERSITY OF VIENNA

## Designed for Cultural and Social Professionals

### About the Course

The Cultural Management certificate course is an international postgraduate program that provides conceptual knowledge and applied skills for the management of cultural and social projects.

A state of the art program, it is designed to bridge best practice and inspirational theory as well as to explore experimental formats and anticipate trends in cultural and social project management. Participants will enjoy training, establish contacts and develop projects in relevant fields such as innovative project management, intercultural communication and international relations, media work and performing within urban environment in times of societal change.

### Associated Careers

The course addresses NGO and governmental practitioners as well as individuals who have interest and career ambitions in the fields of:

- Cultural and Social Entrepreneurship
- International Relations and Cultural Diplomacy
- Theatre, Museum and Music Management
- Education and Sociology
- Community Engagement
- Cultural Policy and Cultural Industries

### Acquired Competencies

The successful participants will be enabled and empowered to:

- Understand the principles of the cultural and social sector
- Develop projects in the context of social relevance and economic interests
- Gain knowledge and create a toolkit for project planning processes
- Learn strategies for time, budget, team, network and self-management
- Plan international partnerships and European projects
- Communicate in intercultural environments and with the media
- Establish their projects within urban development and community engagement

### Entry Requirements

Admission to the course requires a university degree in cultural or social sciences or high school degree with equivalent experience in related fields as well as sufficient English language skills to follow lectures and participate in discussions.

## Course Content

ECTS

|   |  |           |
|---|--|-----------|
| <b>Module 1:</b><br>Code Culture        | basic knowledge about the structure, scheduling, budgeting, financing in the form of sponsorship and funding, human resources and team building in a project are taught and trained, especially creative strategies and new ways of designing these aspects in the cultural and social sector, in which time and finances are scarce.  | 4         |
| <b>Module 2:</b><br>Global Conversation | the latest developments in international dialogue and professional conduct of intercultural cooperation are elaborated. Culture and identity, diplomacy and cultural policy, planning of EU-projects and intercultural communication to extend and improve the quality of projects will be discussed.  | 4         |
| <b>Module 3:</b><br>Media Management    | the publication and dissemination of cultural and social projects via the media are in the foreground, as well as learning to increase the visibility of existing media, marketing mechanisms, research and socio-political relevance for the media of television, radio, print and social websites.   | 3         |
| <b>Module 4:</b><br>Living City         | the city as an entity is worked on as an indispensable playground within the scope of the art of project management. The most important, conflicting and exciting developments occur in cities, which can thus be understood as socio-political and cultural laboratories. In this module the emphasis lies on concrete examples such as the innovative city and community engagement. | 3         |
| <b>Module 5:</b><br>Final Presentation  |  | 1         |
| <b>TOTAL</b>                            |  | <b>15</b> |

The course will start in October and takes place in blocked modules on weekends. Each module will be held from Thursday 5 pm to 9 pm, Friday from 9 am to 8 pm and Saturday from 9 am to 6 pm.

### Lecturers & Experts\*

The interdisciplinary team of lecturers includes Aimee Fullman (George Mason University), Dr. Monika Herzig (Indiana University), Univ.-Prof. Dr. Andre Gingrich (University of Vienna), fordewind architecture (Urban Projects, Community Involvement), Mag. Andreas Stadler (OSCE), Mag. Cay-Stefan Urbanek (Volkstheater Vienna), Mag. phil. Leonie Hodkevitch (clearly culture), Dee Boyle-Clapp (University of Massachusetts), and further practitioners and scholars from the cultural field, anthropology, private business, New York University, federal ministries and TV and radio. Teaching is in English. Part of the module will be conducted through study visits and conversations at venues of social and cultural work.

\*subject to change



## Leadership Guidance

The course is conceptualized and guided by a dynamic team with complementary competences: Leonie Hodkevitch, clearly culture, author, cultural producer, expert to the European Commission and international lecturer in cultural management, and Peter Schweitzer, Professor of Social and Cultural Anthropology at the University of Vienna with over 20 years of academic experience in North America.



LEONIE HODKEVITCH

PETER SCHWEITZER

*„From our perspective, Cultural Management is a way to achieve both individual fulfillment and meaningful engagement in acting upon modeling our society. In this carefully designed, intense course we aim at providing you with tools and experiences for reaching these goals.“*

Authors, originators, creators and initiators of idea, concept, planning and design of the course ‘Cultural Management’: Mag. phil. Leonie Hodkevitch and Univ.-Prof. Dr. Peter Schweitzer.



#### SCIENTIFIC COORDINATOR

Mag. phil. Leonie Hodkevitch

#### PROGRAM DIRECTOR

Univ.-Prof. Dr. Peter Schweitzer

#### CONTACT/APPLICATIONS

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#### Short Facts

|                 |   |
|-----------------|---|
| Academic Degree | Certificate of the University of Vienna |
| Duration        | 1 Semester (extra occupational)         |
| Units           | 15 ECTS                                 |
| Language        | English                                 |
| Tuition         | € 2,950                                 |
| Start           | annually in October                     |



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## Cultural Management



The University of Vienna is the oldest university in the German-speaking world and one of the largest in Central Europe. Thus, with more than 170 courses and about 94,000 students as well as staff of 9,500 employees, it is also the largest educational and scientific institution in Austria.

The university's Postgraduate Center offers a wide range of Advanced Postgraduate Programs. Students may choose from about 50 master programs, continuing education courses and certificate courses in the fields of »Education & Social Care«, »Health & Natural Sciences«, »International Affairs & Business«, »Communication & Media« and »Law«. In addition, the university offers tailor-made corporate programs targeted at the goals and specific needs of organisations.

All professional education programs of the University of Vienna are adjusted to the specific demands of professional life and aim at providing an interdisciplinary approach. Students will learn to understand how related scientific disciplines are interconnected with their specific fields of expertise. The Postgraduate Center is also active in the Austrian and international discourse on lifelong learning.

POSTGRADUATE CENTER – UNIVERSITY OF VIENNA

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