

# 175-AA Master of Arts Management

<b>Year and Campus:</b>	2008
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Level:</b>	Graduate/Postgraduate
<b>Duration &amp; Credit Points:</b>	
<b>Contact:</b>	Graduate Enquiries, Arts & Music Student Centre Rm 104 (Ground Floor) Old Arts Building Tel: +61 3 8344 5321/+61 3 8344 6395 Fax: +61 3 9347 0424 Email: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a>
<b>Course Overview:</b>	<p>The Master of Arts Management aims to prepare graduates for positions of leadership in a diversity of arts industry environments, ranging from large organizations and bureaucracies to self-employment, by imparting an understanding and appreciation of the arts, and the range of skills necessary to manage cultural resources, both human and material. The course consists of two years of full-time or equivalent study.</p> <p><b>Course coordinator:</b> Dr Kate MacNeill School of Culture and Communication Email: <a href="mailto:cmmacn@unimelb.edu.au">cmmacn@unimelb.edu.au</a></p>
<b>Objectives:</b>	<p>Students who complete the masters should:</p> <ul style="list-style-type: none"> <li># develop an appreciation and overview of the arts within our culture;</li> <li># understand, access and contribute to the development, implementation and evaluation of arts policy within Australia and internationally;</li> <li># understand the role of marketing in positioning arts organizations to attract audiences and funding from a diversity of sources including government and the private sector, and attracting opportunities for international exchange;</li> <li># understand the demands for managing small and large projects, developing tenders, or managing small business enterprises;</li> <li># understand state, federal and international legislation including international contract negotiations, cultural property rights within various media such as film and multi-media;</li> <li># demonstrate an understanding of financial management, budgeting, costing and planning;</li> <li># demonstrate a high level of leadership potential and ability to function ethically, imaginatively and resourcefully within the arts and cultural industries in ways that will advance the arts and promote them within Australia and internationally.</li> </ul>
<b>Course Structure &amp; Available Subjects:</b>	<p><b>200 point program</b></p> <p>Duration: 1-2 years full-time / up to 4 years part-time</p> <p><b>First 100 points:</b></p> <ul style="list-style-type: none"> <li># 7 compulsory subjects</li> <li># 1 elective subject</li> </ul> <p><b>Second 100 points:</b></p> <p>Two Options:</p> <p>Option 1. Standard course structure</p> <ul style="list-style-type: none"> <li># Four compulsory subjects (50 pts)</li> <li># Compulsory Internship and Research (choose 25 pts)</li> <li># Electives (25 pts from)</li> </ul> <p>Option 2. Minor thesis option</p> <ul style="list-style-type: none"> <li># Minor thesis (37.5 pts)</li> <li># One Compulsory subject (12.5 pts)</li> <li># 3 Core subjects (37.5 pts)</li> <li># 1 elective from Year 5 offerings across School of Culture and Communication (12.5 pts)</li> </ul>

Total 100 points - subjects are 12.5 points each, unless indicated otherwise.

**100 point program:**

Duration: 1 year full-time / up to 2 years part-time

Two Options:

Option 1. Standard course structure

- # Four compulsory subjects (50 pts)
- # Compulsory Internship and Research (25 pts)
- # Electives (totalling 25 pts)

Option 2. Minor thesis option

- # Minor thesis (37.5 pts)
- # One Compulsory subject (12.5 pts)
- # 3 Core subjects (37.5 pts)
- # 1 elective from Year 5 offerings across School of Culture and Communication (12.5 pts)

Total 100 points - subjects are 12.5 points each, unless indicated otherwise.

**Subject Options:**

**200 point program First 100 points:**

**Compulsory subjects:**

Subject	Study Period Commencement:	Credit Points:
760-431 Arts Management	Semester 2	12.50
760-433 Arts Law	Semester 1	12.50
760-435 Internship 1	Semester 1, Semester 2, Summer	12.50
760-442 Arts Policy and Issues	Semester 1	12.50
760-484 Audience and the Arts	Semester 2	12.50
760-545 Finance and Budgeting	Semester 1	12.50
760-552 Sustainability and the Arts	Semester 2	12.50

**Elective subjects:**

Subject	Study Period Commencement:	Credit Points:
760-443 Arts Management Research Project 1	Semester 1, Semester 2	25
107-546 Interpreting Exhibitions	Not offered 2008	12.500
106-477 Writing and Editing for Digital Media	Semester 2	12.50
106-406 Contested Sites	Semester 1	12.50
106-432 Cultural Studies in Asia	Not offered 2008	12.50
107-445 Cross-cultural Art	Not offered 2008	12.50
760-404 Deleuze, Lyotard and the Arts	Not offered 2008	12.50
760-411 Critical Studies Culture & Creative Arts	Semester 1	12.50
760-424 Sexuality and Gender in Media Arts	Semester 2	12.50
760-425 Film and Philosophy	Semester 1	12.50

**Second 100 points:**

**Option 1. Standard Course Structure****Four compulsory Subjects:**

Subject	Study Period Commencement:	Credit Points:
760-522 Advanced Management	Semester 1	12.50
760-523 Financial Management	Semester 2	12.50
760-527 Advanced Arts Policy	Semester 2	12.50
760-550 Communicating the Arts	Semester 1	12.50

**Compulsory Internship and Research (choose one):**

Subject	Study Period Commencement:	Credit Points:
760-525 Internship II (year long)	Semester 1, Semester 2, Summer	25
760-526 Internship II (semester long)	Semester 1, Semester 2, Summer	25
760-548 Research Project 2 (semester long)	Semester 1, Semester 2	25
760-549 Research Project 2 (year long)	Semester 1, Semester 2	25

**Electives (a total of 25 points chosen from):**

Subject	Study Period Commencement:	Credit Points:
760-528 Advanced Arts Law	Semester 2	12.50
760-546 Directed Reading in Cultural Management	Semester 1, Semester 2	12.50
107-543 Film Festival Cultures	Semester 2	12.50
106-513 History of Books and Reading	Semester 1	12.50
107-540 Film Culture Bodies	Semester 1	12.50
107-530 History and Philosophy of Museums	Semester 2	12.50
107-551 Digital Imaging, Film & Web Publishing	Semester 2	12.50
760-520 Text, Time and Space	Semester 2	12.50

or any Year 5 subject offering across the School of Culture and Communication (12.5 pts) subject to approval of the Course Coordinator.

**Option 2. Minor Thesis Option****Minor Thesis Subject**

Subject	Study Period Commencement:	Credit Points:
760-554 Minor Thesis - Arts Management	Semester 1, Semester 2	37.50

**Compulsory Subject:**

Subject	Study Period Commencement:	Credit Points:
760-522 Advanced Management	Semester 1	12.50

**Core Subjects (choose 3):**

	Subject	Study Period Commencement:	Credit Points:
	760-550 Communicating the Arts	Semester 1	12.50
	760-523 Financial Management	Semester 2	12.50
	760-528 Advanced Arts Law	Semester 2	12.50
	760-527 Advanced Arts Policy	Semester 2	12.50
	Plus 1 Elective subject from Year 5 offerings across the School of Culture and Communication (12.5 pts)		
<b>Entry Requirements:</b>	<p>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria -</p> <p>For the 200 point program</p> <ul style="list-style-type: none"> <li>• an undergraduate degree in arts, creative arts and/or business including at least 50 credit points at second year level or above in subjects requiring written and analytical assessment with an overall grade average of at least H2B (70%) or equivalent; or</li> <li>• an undergraduate degree with a grade average of at least H2B (70%) and at least one year of documented relevant work experience, or equivalent; or</li> <li>• an undergraduate degree and a Graduate Certificate in Arts Management with a grade average of at least H2B (70%), or equivalent.</li> </ul> <p>For the 100 point program</p> <ul style="list-style-type: none"> <li>• an honours degree in a cognate discipline with at least H2B (70%), or equivalent; or</li> <li>• a postgraduate diploma in a cognate discipline with a grade average of at least H2B (70%) or equivalent; or</li> <li>• an undergraduate degree in a cognate discipline with a grade average of at least H2B (70%) in the relevant subjects and 2 years of full time documented relevant work experience, or equivalent.</li> </ul> <p>2. The Selection Committee may conduct interviews or tests and may call for referee reports and employer references to elucidate any of the matters referred to above.</p>		
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt; &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>		
<b>Links to further information:</b>	www.culture-communication.unimelb.edu.au		