

# 175-AA Master of Arts Management

<b>Year and Campus:</b>	2009
<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>	
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<b>Contact:</b>	<b>Arts &amp; Music Student Centre</b> ( <a href="http://www.arts.unimelb.edu.au/about/contact.html">http://www.arts.unimelb.edu.au/about/contact.html</a> ) <b>Email:</b> <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a> ( <a href="mailto:arts-gradstudies@unimelb.edu.au">mailto:arts-gradstudies@unimelb.edu.au</a> )
<b>Course Overview:</b>	Arts Management offers vocationally orientated courses to prepare students for a management career in the arts industry, including the performing and visual arts, cultural policy and arts administration. The program focuses on the relationship of management to creative production and presentation. Course content is informed by the distinctiveness of the arts industry, namely its hybrid character as both an industry in which commercial and non-commercial creative production occurs and an environment in which ideas and identities are formed and performed. The program delivers subjects that equip students for a career within the management structures of the industry, together with challenging theoretical and analytical content that assists graduates to participate in the ethical, political and philosophical dimensions of cultural practices. Students who complete the first 100 points may be eligible to exit the program with a Postgraduate Diploma in Arts Management.
<b>Objectives:</b>	Students who complete the masters should: <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> </ul>

# 1 elective from Year 5 offerings across School of Culture and Communication (12.5 pts)

**Total 200 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 as per the second 100 points above.*

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

**Subject Options:**

**First 100 points:**

**Compulsory subjects:**

Subject	Study Period Commencement:	Credit Points:
760-433 Arts Law	Semester 1	12.500
760-545 Finance and Budgeting	Semester 1	12.500
760-442 Arts Policy and Issues	Semester 1	12.500
760-435 Internship 1	Summer, Semester 1, Semester 2	12.500
760-431 Arts Management	Semester 2	12.500
760-484 Audience and the Arts	Semester 2	12.500
760-552 Sustainability and the Arts	Semester 2	12.500

**Elective subjects:**

Subject	Study Period Commencement:	Credit Points:
760-492 Cultural Festivals and Special Events	Semester 1	12.500
760-404 Deleuze, Lyotard and the Arts	Not offered 2009	12.50
760-411 Critical Studies Culture & Creative Arts	Semester 1	12.500
760-425 Film and Philosophy	Semester 1	12.500
760-443 Arts Management Research Project 1	Semester 1, Semester 2	25.000
106-477 Writing and Editing for Digital Media	Semester 2	12.500
106-432 Cultural Studies in Asia	Not offered 2009	12.500
107-445 Cross-cultural Art	Not offered 2009	12.500
107-546 Interpreting Exhibitions	Not offered 2009	12.500

Or any 4th or 5th year subject offered in the School of Culture and Communication subject to approval of the Course Coordinator.

**Second 100 points: Option 1. Standard Course Structure**

**Four compulsory Subjects**

Subject	Study Period Commencement:	Credit Points:
760-522 Advanced Arts Management	Semester 1	12.500
760-550 Communicating the Arts	Semester 1	12.500
760-523 Financial Management	Semester 2	12.500
760-527 Advanced Arts Policy	Semester 2	12.500

**Compulsory Internship and Research**

(choose one):

Subject	Study Period Commencement:	Credit Points:
760-525 Internship II (year long)	Summer, Semester 1, Semester 2	25.000
760-548 Research Project 2 (semester long)	Semester 1, Semester 2	25.000
760-549 Research Project 2 (year long)	Semester 1, Semester 2	25.000
760-526 Internship II (semester long)	Summer, Semester 1, Semester 2	25.000

**Electives**

A total of 25 points chosen from:-

Subject	Study Period Commencement:	Credit Points:
760-492 Cultural Festivals and Special Events	Semester 1	12.500
106-513 History of Books and Reading	Semester 1	12.500
107-540 Film Culture Bodies	Semester 1	12.500
760-546 Directed Reading in Cultural Management	Semester 1, Semester 2	12.500
107-530 History and Philosophy of Museums	Semester 2	12.500
107-543 Film Festival Cultures	Semester 2	12.500
760-528 Advanced Arts Law	Semester 2	12.500
107-551 Digital Imaging, Film & Web Publishing	Semester 2	12.500

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

**Second 100 points: Option 2. Thesis option****Minor Thesis**

Subject	Study Period Commencement:	Credit Points:
760-554 Minor Thesis - Arts Management	Semester 1, Semester 2	37.500

**Compulsory Subject:**

Subject	Study Period Commencement:	Credit Points:
760-522 Advanced Arts Management	Semester 1	12.500

**Core Subjects**

Choose 3:-

Subject	Study Period Commencement:	Credit Points:
760-550 Communicating the Arts	Semester 1	12.500
760-523 Financial Management	Semester 2	12.500
760-528 Advanced Arts Law	Semester 2	12.500
760-527 Advanced Arts Policy	Semester 2	12.500

Plus 1 Elective subject from Year 5 offerings across the School of Culture and Communication (12.5 pts)

<b>Entry Requirements:</b>	<p><b>1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria -</b></p> <p><b>For the 200 point program</b></p> <ul style="list-style-type: none"> <li># an undergraduate degree (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 with a grade average of at least H2B (70%), or equivalent.</li> </ul> <p><b>For the 100 point program</b></p> <ul style="list-style-type: none"> <li># an honours degree in arts management or a cognate discipline with at least H2B (70%), or equivalent; or</li> <li># a postgraduate diploma in arts management or 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><b>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.</b></p> <p><b><u>Admission process</u> (<a href="http://www.arts.unimelb.edu.au/futurestudents/programs/applic.html">http://www.arts.unimelb.edu.au/futurestudents/programs/applic.html</a>)</b></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>Further Study:</b>	<p>Students who take the minor thesis in the option 2 (second 100 points) may be eligible for entry into a PhD.</p>
<b>Links to further information:</b>	<p><a href="http://www.culture-communication.unimelb.edu.au/cultural-management/pg-arts.html">http://www.culture-communication.unimelb.edu.au/cultural-management/pg-arts.html</a></p>