

175AA Master of Arts and Cultural Management

Year and Campus:	2011 - Parkville
CRICOS Code:	073305A
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Level:	Graduate/Postgraduate
Duration & Credit Points:	200 credit points taken over 24 months full time. This course is available as full or part time.
Coordinator:	Dr Kate MacNeill School of Culture and Communication Email: cmmacn@unimelb.edu.au
Contact:	<p>The Graduate School of Humanities and Social Sciences (http://www.arts.unimelb.edu.au/graduate/about/contact_us.html)</p> <p>Email: arts-gradstudies@unimelb.edu.au (mailto:arts-gradstudies@unimelb.edu.au)</p>
Course Overview:	<p>The Master of Arts and Cultural Management is a vocationally orientated program which prepares students for a management career in the arts, entertainment and cultural industries, including theatre, dance, music, visual arts and the moving image and in cultural policy development in government or industry peak bodies. The program focuses on the relationship between management practices and creative production and presentation in an Australian and international context. The program delivers subjects in the key areas of management, law, cultural and industry policy and marketing together with challenging analytical content that assists graduates to participate in the ethical, political and philosophical dimensions of creative practices in an international context. Students can choose electives which enable them to develop a closer understanding of specific industry sectors including theatre, visual art and museums.</p> <p>A new specialisation in <i>Moving Image</i> enables students to obtain a graduate qualification in the management and curatorship of film and new media. The Master of Arts and Cultural Management (Moving Image) is designed to provide students with the necessary knowledge and skills to work in the film culture industry. A Postgraduate Diploma in Arts and Cultural Management is also available.</p>
Objectives:	<p>Students who complete the Masters of Arts and Cultural Management should:</p> <ul style="list-style-type: none"> # develop an appreciation and overview of the arts within our culture; # understand, access and contribute to the development, implementation and evaluation of arts policy within Australia and internationally; # 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; # understand the demands for managing small and large projects, developing tenders, or managing small business enterprises; # understand national and international laws, regulations and protocols (including cultural property rights) within various art forms; # demonstrate an understanding of financial management, budgeting, costing and planning; # 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.
Course Structure & Available Subjects:	<p>200 point program</p> <p>Duration: 2 years full-time / up to 4 years part-time</p> <p>First 100 points:</p> <p>Students must successfully complete all requirements of the first 100 points of the program before commencing the second 100 points.</p> <ul style="list-style-type: none"> # 5 Compulsory subjects (62.5 points) # 3 Elective subjects (37.5 points) <p>Second 100 points:</p>

- # 2 Compulsory subjects (25 points)
- # Between 50 points and 75 points of Core subjects

Students enrolling in the minor thesis must also complete MULT50001 Research Principles and Practices

and/or

- # a maximum of 25 points of Elective subjects

Total 200 points. Subjects are 12.5 points unless otherwise stated.

150 point program

Duration: 1.5 years full-time / up to 3 years part-time

- # 7 Compulsory subjects (87.5 points)
- # Students may choose 62.5 points of Elective subjects

Total 150 points. Subjects are 12.5 points unless otherwise stated.

Students who complete 100 points of the program equivalent to the Postgraduate Diploma in Arts and Cultural Management may claim the Postgraduate Diploma as an exit award.

For policies that govern this degree, see **Academic Services Policy** (<http://www.services.unimelb.edu.au/policy/index.html>) in the **University Melbourne Policy Framework** (<http://www.policy.unimelb.edu.au/>) . Students also should also refer to information in the **Student Policy Directory**. (http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj)

Majors/Minors/ Specialisations

Moving Image

Major/Minor/Specialisation
Moving Image Specialisation

Subject Options:

200 point program

First 100 points:

Compulsory subjects:

Students must complete the following compulsory subjects (62.5 points).

Subject	Study Period Commencement:	Credit Points:
AMGT90002 Arts Law	Semester 1	12.50
AMGT90013 Finance and Budgeting	Semester 1	12.50
AMGT90004 Arts Policy and Issues	Semester 1	12.50
AMGT90001 Arts Management	Semester 2	12.50
AMGT90006 Audience and the Arts	Semester 2	12.50

Elective subjects:

Subject	Study Period Commencement:	Credit Points:
AMGT90024 Cultural Festivals and Special Events	Semester 1	12.50
CULS40006 Cultural Studies in Asia	Semester 2	12.50
CULS40001 Cultural Policy and Power	Semester 1	12.50
AHIS40002 Indigenous Photography, New Media, Film	Semester 2	12.50
ACUR90005 Interpreting Exhibitions	Semester 2	12.50
SCRN40002 Contemporary Film Theory	Semester 1	12.50

CULS40002 Memory Cultures	Semester 2	12.50
SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50
AHIS90007 Biennales, Triennales and Documentas	Semester 1	12.50
ENGL40021 Contemporary Japan in the Arts	Semester 2	12.50
ENGL40020 Australian Theatre and Performance	Semester 2	12.50

Second 100 points:

Compulsory subjects:

Students must complete the following two compulsory subjects (25 points).

Subject	Study Period Commencement:	Credit Points:
AMGT90007 Advanced Arts Management	Semester 1	12.50
AMGT90018 The Economics of Culture	Semester 2	12.50

Core Subjects:

Students must choose a minimum of 50 points or a maximum of 75 points.

* Students undertaking the Minor Thesis must also undertake MULT50001 Research Principles and Practices (cannot be taken as a stand-alone subject - only in conjunction with the Minor Thesis)

Subject	Study Period Commencement:	Credit Points:
AMGT90019 Minor Thesis - Arts Management	Semester 1, Semester 2	18.75
MULT50001 Research Principles and Practices	Semester 1, Semester 2	12.50
MULT90019 Internship II (Placement & Research)	Semester 1, Semester 2	25
AMGT90012 Managing Creative Content	Semester 2	12.50
AMGT90011 Advanced Arts Policy	Semester 2	12.50
AMGT90017 Communicating the Arts	Semester 1	12.50
AMGT90008 Project Management in the Arts	Semester 2	12.50
ENGL40020 Australian Theatre and Performance	Semester 2	12.50
AMGT50001 Art and Cultural Management in Asia	February	12.50

Elective Subjects:

Students may choose a maximum of 25 points from the following electives or other postgraduate subjects from the School of Culture and Communication or Faculty with the permission of the program coordinator.

Subject	Study Period Commencement:	Credit Points:
AHIS90005 History and Philosophy of Museums	Semester 1	12.50
SCRN90004 Visual Culture Industries	Semester 1	12.50
AMGT90014 Directed Reading in Cultural Management	Semester 1, Semester 2	12.50
ACUR90005 Interpreting Exhibitions	Semester 2	12.50
AMGT90024 Cultural Festivals and Special Events	Semester 1	12.50

SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50
SCRN40002 Contemporary Film Theory	Semester 1	12.50
AMGT90016 Cultural Management Project (Year Long)	Semester 1, Semester 2	12.50
AMGT90015 Cultural Management Project (Sem Long)	Semester 1, Semester 2	25
ENGL40021 Contemporary Japan in the Arts	Semester 2	12.50
CICU50001 Human Rights on Screen	Semester 1	12.50

150 point program

Compulsory subjects:

Students must complete the following subjects (87.5 points)

Subject	Study Period Commencement:	Credit Points:
AMGT90002 Arts Law	Semester 1	12.50
AMGT90004 Arts Policy and Issues	Semester 1	12.50
AMGT90013 Finance and Budgeting	Semester 1	12.50
AMGT90007 Advanced Arts Management	Semester 1	12.50
AMGT90018 The Economics of Culture	Semester 2	12.50
AMGT90001 Arts Management	Semester 2	12.50
AMGT90006 Audience and the Arts	Semester 2	12.50

Elective subjects:

Students may choose from the following electives (62.5 points) or other postgraduate subjects from the School of Culture and Communication or Faculty with the permission of the program coordinator.

* Students undertaking the Minor Thesis must also undertake MULT50001 Research Principles and Practices (cannot be taken as a stand-alone subject - only in conjunction with the Minor Thesis)

Subject	Study Period Commencement:	Credit Points:
MULT90019 Internship II (Placement & Research)	Semester 1, Semester 2	25
AMGT90019 Minor Thesis - Arts Management	Semester 1, Semester 2	18.75
MULT50001 Research Principles and Practices	Semester 1, Semester 2	12.50
AMGT90015 Cultural Management Project (Sem Long)	Semester 1, Semester 2	25
AMGT90016 Cultural Management Project (Year Long)	Semester 1, Semester 2	12.50
AMGT90011 Advanced Arts Policy	Semester 2	12.50
AMGT90017 Communicating the Arts	Semester 1	12.50
AMGT90012 Managing Creative Content	Semester 2	12.50
AMGT90008 Project Management in the Arts	Semester 2	12.50
AMGT90024 Cultural Festivals and Special Events	Semester 1	12.50
ENGL40021 Contemporary Japan in the Arts	Semester 2	12.50
ENGL40020 Australian Theatre and Performance	Semester 2	12.50

	AMGT50001 Art and Cultural Management in Asia	February	12.50
Entry Requirements:	<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"> # 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 # 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 # an undergraduate degree and a Graduate Certificate of Arts with a grade average of at least H2B (70%), or equivalent. <p>For the 150 point program</p> <ul style="list-style-type: none"> # an honours degree in an area of the arts, humanities or languages with at least H2B (70%) average, or equivalent, or # a postgraduate diploma in an area of the arts, humanities or languages with at least H2B (70%) or equivalent. <p>For the 100 point program</p> <ul style="list-style-type: none"> # an honours degree in arts management or a cognate discipline with at least H2B (70%), or equivalent; or # a postgraduate diploma in arts management or a cognate discipline with a grade average of at least H2B (70%) or equivalent; or # 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. <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> <p>Admission process (http://www.arts.unimelb.edu.au/graduate/admissions/how-to-apply.html)</p>		
Core Participation Requirements:	<p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this course are articulated in the Course Description, Course Objectives and Generic Skills of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/</p>		
Further Study:	<p>Students who take the minor thesis in the option 2 (second 100 points) may be eligible for entry into a PhD.</p>		
Graduate Attributes:	<p>http://www.unimelb.edu.au/about/attributes.html</p>		
Links to further information:	<p>http://www.culture-communication.unimelb.edu.au/cultural-management/</p>		