

# 175AA Master of Arts and Cultural Management

<b>Year and Campus:</b>	2013 - Parkville
<b>CRICOS Code:</b>	073305A
<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>	200 credit points taken over 24 months full time. This course is available as full or part time.
<b>Coordinator:</b>	Dr Kate MacNeill Email: <a href="mailto:cmmacn@unimelb.edu.au">cmmacn@unimelb.edu.au</a>
<b>Contact:</b>	The Graduate School of Humanities and Social Sciences Email: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a> (mailto: <a href="mailto:arts-gradstudies@unimelb.edu.au">arts-gradstudies@unimelb.edu.au</a> )
<b>Course Overview:</b>	<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 creative industries, 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>An optional 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.</p> <p>A Postgraduate Diploma in Arts and Cultural Management is also available.</p>
<b>Objectives:</b>	<p>Students who complete the Masters of Arts and Cultural Management 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 laws, regulations and protocols (including cultural property rights) within various art forms;</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: 2 years full-time / up to 4 years part-time</p> <p><b>First 100 points:</b></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"> <li># 5 Compulsory subjects (62.5 points)</li> <li># 3 Elective subjects (37.5 points)</li> </ul>

**Second 100 points:**

- # 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

**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

**100 point program**

- # 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

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](http://studentpolicy-unimelb.custhelp.com/cgi-bin/studentpolicy_unimelb.cfg/php/enduser/std_alp.php?p_sid=fgBu7Kcj))

**Majors/Minors/  
Specialisations**

Major/Minor/Specialisation
Moving Image Specialisation
200 Point Master of Arts and Cultural Management
150 Point Master of Arts and Cultural Management
100 Point Master of Arts and Cultural Management

**Entry Requirements:**

**1. The Selection Committee will evaluate the applicant's ability to pursue successfully the course using the following criteria:**

**For the 200 point program**

- # 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.

**For the 150 point program**

- # an honours degree in an area of the arts, humanities or languages with at least H2B (70%) average, or equivalent, or

	<p># a postgraduate diploma in an area of the arts, humanities or languages with at least H2B (70%) or equivalent.</p> <p><b>For the 100 point program</b></p> <p># an honours degree in arts management or a cognate discipline with at least H2B (70%), or equivalent; or</p> <p># a postgraduate diploma in arts management or a cognate discipline with a grade average of at least H2B (70%) or equivalent; or</p> <p># 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> <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></b> (<a href="http://www.arts.unimelb.edu.au/graduate/admissions/how-to-apply.html">http://www.arts.unimelb.edu.au/graduate/admissions/how-to-apply.html</a>)</p>
<b>Core Participation Requirements:</b>	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: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
<b>Further Study:</b>	Students who take the minor thesis may be eligible for entry into a PhD.
<b>Graduate Attributes:</b>	<a href="http://www.unimelb.edu.au/about/attributes.html">http://www.unimelb.edu.au/about/attributes.html</a>
<b>Links to further information:</b>	<a href="http://www.culture-communication.unimelb.edu.au/">http://www.culture-communication.unimelb.edu.au/</a>