

# 100 Point Master of Arts and Cultural Management

Year and Campus:	2014
Coordinator:	Dr Kate MacNeill Email: <a href="mailto:cmmacn@unimelb.edu.au">cmmacn@unimelb.edu.au</a>
Contact:	Office of Graduate Studies, Faculty of Arts Email: <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> )
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 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>
Learning Outcomes:	<p><b>Students who complete the Masters of Arts and Cultural Management should:</b></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>
Structure & Available Subjects:	<p><b>100 point program</b></p> <p><b>Duration:</b> 1 year full-time / up to 2 years part-time</p> <p><b>The Masters of Arts and Cultural Management 100 point program requires:</b></p> <ul style="list-style-type: none"> <li># two compulsory subjects (25 points)</li> <li># minimum of 50 points / maximum of 75 points of core subjects</li> </ul> <p><b>Please note the following:</b></p> <p>Students enrolling in the minor thesis must also complete MULT50001 Research Principles and Practices and/or a maximum of 25 points of elective subjects.</p> <p>Students must successfully complete all requirements of the first 100 points of the program before commencing the second 100 points.</p> <p><b>Capstone Requirement:</b></p> <p><b>All students are required to complete the Capstone Requirement for the program (at least 25 points). Students must complete one capstone option -</b></p>

**Capstone Stream 1: MULT90025 Internship III (Year Long) (25 points) or MULT90019 Internship II (Placement & Research) (25 points)**

**Purpose:** An opportunity to apply knowledge and skills to solve problems that arise in professional contexts and develop an integrated understanding of cultural management knowledge and practice.

**Capstone Stream 2: AMGT90019 Minor Thesis - Arts Management (37.5 points)**

**Purpose:** An opportunity to integrate knowledge and research skills to address a specific cultural management research question.

**Capstone Stream 3: AMGT90015 Cultural Management Project (Sem Long) (25 points) or AMGT90016 Cultural Management Project (Year Long) (25 points)**

**Purpose:** An opportunity to integrate knowledge and research skills to address a specific cultural management research question.

**Capstone Stream 4: AMGT90018 The Economics of Culture (12.5 points) + AMGT90007 Advanced Arts Management (12.5 points)**

**Purpose:** Multiple opportunities to develop knowledge and skills through sustained pieces of scholarship.

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))

**Subject Options:****Compulsory Subjects**

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**

Minimum of 50 points or a maximum of 75 points

**Please note the following:**

- # 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, and must be taken in the first semester of thesis enrolment).
- # The minor thesis requires two consecutive semesters of enrolment.

Subject	Study Period Commencement:	Credit Points:
ACUR90006 Exhibition Management	Semester 2	12.50
AIND90002 Working in Indigenous Cultural Contexts	August	12.50
AMGT50001 Art and Cultural Management in Asia	February, July	12.50
AMGT90011 Global Cultural Policy and Practice	Semester 1	12.50
AMGT90012 Managing Creative Content	Semester 2	12.50
AMGT90017 Communicating the Arts	Semester 1	12.50
AMGT90019 Minor Thesis - Arts Management	Semester 1, Semester 2	18.75
ENGL40020 Australian Theatre and Performance	Semester 2	12.50

MULT50001 Research Principles and Practices	February, July	12.50
MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
MULT90025 Internship II (Year Long)	Semester 1, Semester 2	12.50

### Elective Subjects

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

Subject	Study Period Commencement:	Credit Points:
ACUR90005 Interpreting Exhibitions	Semester 2	12.50
AHIS90005 History and Philosophy of Museums	Semester 1	12.50
AMGT90014 Directed Reading in Cultural Management	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
AMGT90024 Cultural Festivals and Special Events	Semester 1, Semester 2	12.50
CICU50001 Human Rights on Screen	Semester 1	12.50
CULS90004 Cultural Complexity and Intelligence	Semester 2	12.50
ENGL40021 Contemporary Japan in the Arts	Not offered 2014	12.50
SCRN40002 Contemporary Film Theory	Semester 1	12.50
SCRN40013 Censorship: Film, Art and Media	Semester 2	12.50
SCRN90004 Visual Culture Industries	Semester 1	12.50
SCRN90006 Film Festival Cultures	July	12.50
MULT90018 Internship I (Placement Only)	Semester 1, Semester 2	12.50

**Links to further information:**

<http://www.culture-communication.unimelb.edu.au/>

**Related Course(s):**

Master of Arts and Cultural Management