



humak University of Applied Sciences



Courses in English / Academic year 2012-2013 Degree Programme in Cultural Management

The Degree Programme in Cultural Management offers courses in English in the field of arts and cultural administration, marketing, communication and Finnish language, media and culture. During the academic year 2012–2013, students can complete up to 85 ECTS of studies within the degree programme.

All courses in English are offered at our Turku campus. In fall 2012 and in spring 2013 there will be an intensive course (for 2 weeks) in our Jyväskylä campus.

Course offerings are subject to change.

Fall term: 3.9.-21.12.2012

Spring term: 7.1.-18.6.2013

Admissions criterion

Enrolment in Erasmus programme

Fees

none

Additional costs

80-100 € (Material, excursions)

Accommodation

unit dormitories, 300-350 € per month

Application deadline

April 15th (for the fall term)

November 15th (for the spring term)

For applications and further information, please contact

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Programme in Cultural Management

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Fall term 2012

Finnish Language and Culture 5 ECTS

Content

Basics of Finnish language and culture, conversation and reading in Finnish, examples of Finnish culture and visits to art exhibitions, concerts etc.

Objectives

Students learn the basics of Finnish language and culture and get knowledge of Finnish society and culture

Learning environment

Contact instruction

Time of instruction

Fall 2012

Place of instruction

Turku campus

Cultural Content Production: Literature 5/10 ECTS

Content

Introduction to literature as an art form, historical and theoretical background of the literature and its role in society, production processes in literature

Objectives

Students strengthen their knowledge of literature from the perspective of the cultural manager's work, are able to gather information on the content-related and artistic objectives of a production, are able to apply their knowledge of an art form/area of culture to cultural management purposes, participate and understand their role in the development of cultural production processes and repertoires



Learning environments

Contact instruction (5 ECTS)
Independent work (5 ECTS)

Time of instruction

Fall 2012

Place of instruction

Turku campus

Media and Interaction Skills 5 ECTS

Content

Media education, media skills, conference and negotiation skills.

Objectives

Students become familiar with theories of media education, and are able to interpret and analyze media materials.

Learning environments

Contact instruction

Time of instruction

Fall 2012

Place of instruction

Turku campus

Project Work and Management 5 ECTS

Content

Project work planning and realization, leadership and human resource management

Objectives

Students understand the characteristics of project work and are able to analyse their own leadership performance and role.

Learning environments

Contact instruction, project

Time of instruction

Fall 2012

Place of instruction

Turku campus

Introduction to Cultural Manager's Work and Production Processes
5 ECTS

Content

Event management: technical, financial and content management (including ecological and safety issues); introduction to various cultural productions and cultural managers; professional identity, ethics and values of cultural managers; participating in the planning and implementation of cultural productions; production process management.

Objectives

Students are familiar with the job description of a cultural manager and the elements and production processes of different types of productions and are able to work in productions in the cultural sector.

Learning environments

Contact instruction, independent work

Time of instruction

Fall 2012

Place of instruction

Jyväskylä campus

Optional Studies

Advanced Specialization Studies: Cultural Production Processes
5/10 ECTS

Content

Practical training or project in the chosen area

Objectives

Students strengthen their expertise in the chosen area of the production process, develop their professional identity and practices in the industry and expand their professional network

Learning environments

Practical training, project

Time on instruction

Fall 2012

Place on instruction

Turku campus

Please note!

Offering of placements is limited.

Spring term 2013

Finnish Language and Culture
5 ECTS

Content

Basics of Finnish language and culture, conversation and reading in Finnish, examples of Finnish culture and visits to art exhibitions, concerts etc.

Objectives

Students learn the basics of Finnish language and culture and get knowledge of Finnish society and culture

Learning environment

Contact instruction

Time of instruction

Spring 2013

Place of instruction

Turku campus

Marketing
5 ECTS

Content

Marketing as a tool for the arts and cultural field.

Objectives

Students become familiar with key marketing theories and practices, as well as the characteristics of arts and cultural marketing and sales.

Learning environments

Contact instruction, independent work

Time of instruction

Spring 2013

Place of instruction

Turku campus



Introduction to Economics and Finance 5 ECTS

Content

Culture as an economic activity, funding and fundraising in cultural sector

Objectives

Students are familiar with the public, third, corporate and entrepreneurial sector and sources of funding and funding processes

Learning environments

Contact instruction, independent work

Time of instruction

Spring 2013

Place of instruction

Turku campus

Knowledge of Art 10 ECTS

Content

Historical and theoretical background of different art forms, excursions, visiting artists, art criticism, analysing and writing about art

Objectives

Students become familiar with current phenomena, concepts and historical background related to different art forms, are able to gather information on artists and art productions and express their personal and professional relationship with art

Learning environments

Contact instruction, independent work

Time of instruction

Spring 2013

Place of instruction

Turku campus

Project Work and Management 5/10 ECTS

Content

Project work planning and realization, leadership and human resource management

Objectives

Students understand the characteristics of project work and are able to analyse their own leadership performance and role.

Learning environments

Contact instruction, project

Time of instruction

Spring 2013

Place of instruction

Jyväskylä campus

Optional Studies

Advanced Specialization Studies: Cultural Production Processes 5/10 ECTS

Content

Practical training or project in the chosen area

Objectives

Students strengthen their expertise in the chosen area of the production process, develop their professional identity and practices in the industry and expand their professional network

Learning environments

Practical training, project

Time on instruction

Spring 2013

Place on instruction

Turku campus

Please note!

Offering of placements is limited.

The Degree Programme in Cultural Management trains professionals needed in cultural events and organizations, private enterprises, cultural and art projects, as well as municipal and state cultural administration. The programme also enables graduates to operate as entrepreneurs in the cultural and creative industry.

Cultural managers are art and business experts and organizers. They are expected to possess strong skills in networking, communicating and developing their own work and operating environment in Finland and abroad, as well as in cross-sector cooperation aimed at promoting culture and the arts.

