

Cultural Management

2022-2023

**Are you
interested
in an academic
term in
Finland?**

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Cultural Management

The Degree Programme in Cultural Management trains professionals in the arts and finances. The programme provides the students with the ability to develop their field both nationally and internationally, and enable them to participate in multidisciplinary cooperation to promote arts and culture. In addition to management skills, the training emphasizes social influencing, internationalization, and the development of the necessary skills for working life.

Please, note that this is Erasmus+ Exchange programme for students already studying in their home institutions.

Courses 2022-2023

Fall

- Finnish Language and Culture, 5 ECTS
- Media Skills (online-course), 5 ECTS
- Product Development and Productisation, 5 ECTS
- Basics of Cultural Production, 5 ECTS
- Practical Training: Producer Work 10 ECTS

Fall

- Finnish Language and Culture, 5 ECTS
- Culture and the Arts, 5 ECTS
- Digital Work Environments, 5 ECTS
- Product Development and Productisation, 5 ECTS
- Practical Training: Producer Work 10 ECTS

For further information, please contact:

Sanna Pekkinen

Senior Lecturer, Cultural Management

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Focus of the Studies

The main focus of the studies is on the development of the general working skills and the gradual improvement of the professional capacities. In accordance with the integrative perception of learning, the aim is to strengthen students' theoretical, practical, socio-cultural, and self-regulatory knowledge throughout the studies. Humak's pedagogical perceptive is based on training and development pedagogy which means that most of the courses have their status in project work and actual training in real life conditions.

The Degree Programme in Cultural Management offers high variety of courses in English in the field of arts and cultural administration. During the academic year 2022-23 students can choose courses both from the basic and advanced level of studies. All courses are implemented as part of Humak's business life-oriented research, development, and innovation operations that prepares students for assessing and developing operating models in the cultural sector.

All courses are offered at our Jyväskylä Campus (Tähtiniementie 30, 41800 Korpilahti), partly in cooperation with Turku Campus.

Course offerings are subject to change.

Fall term: September 5th - December 16th 2022

Spring term: January 16th - June 2nd 2023

Admissions criterion: Enrolment in Erasmus programme

Fees: none

Additional costs: 100-150 € (Material, excursions)

Application deadline: May 31st 2022 (for fall term)
and October 31st 2022 (for spring term)

Fall Term 2022

Finnish Language and Culture, 5 ECTS

Intended learning outcomes: Students learn the basics of Finnish language and culture and get knowledge of Finnish society and culture.

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

Basics of Cultural Production, 5 ECTS

Intended learning outcomes: Students learn to identify and compare a range of production types, areas of work and processes and apply the theoretical knowledge base of cultural management.

Content: planning, implementation and management of cultural production.

Media Skills, 5 ECTS

Intended learning outcomes: Students will be able to demonstrate knowledge of the communication requirements and media forms relevant to their chosen field; utilize a range of digital communication channels; draw up guidelines for communication materials production; draw up communication materials.

Contents: Basics of image processing and desktop publishing; digital communication channels and software.

Product Development and Productisation, 5 ECTS

Intended learning outcomes: Students will be able to demonstrate knowledge of the basic concepts, stages and work methods of a customer-focused product development process; use creative problem-solving in the development of new products; demonstrate an understanding of the role of product development and productisation in commercial activities and demonstrate an understanding of the basic principles and practices of service design and productisation.

Content: Product development and productisation processes and their management; product or service design and productisation.

Practical Training: Producer Work 10 ECTS

Intended learning outcomes: Students develop their professional identities and network with local operators and stakeholders in the cultural sector.

Content: Students attend practical training in a real world workplace and report on it.

The practical training period includes documentation, introduction to the activities of the workplace, practical training according to the objectives set out in the practical training plan, the practical training report, and self-assessment.



Spring Term 2023

Finnish Language and Culture, 5 ECTS

Intended learning outcomes: Students learn the basics of Finnish language and culture and get knowledge of Finnish society and culture.

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

Culture and the Arts, 5 ECTS

Intended learning outcomes: Students will be able to analyze, interpret and explain the operating fields of arts and culture; demonstrate understanding of artistic work and cultural activity from the production perspective and apply their knowledge in practice; participate in discourse relating to these fields and present arguments using professional terminology; recognize the diversity of the arts and assess the prerequisites of different art forms.

Content: The structures of the arts and culture sector, artistic content; analysis of field-specific information, argumentation and writing.

Digital Work Environments, 5 ECTS

Intended learning outcomes: Students will be able to demonstrate knowledge of the digital environments of the field and their possibilities, demonstrate knowledge of the basics of digital and concept production and plan digital productions.

Contents: Planning and implementation methods for digital production

Product Development and Productisation, 5 ECTS

Intended learning outcomes: Students will be able to demonstrate knowledge of the basic concepts, stages and work methods of a customer-focused product development process; use creative problem-solving in the development of new products; demonstrate an understanding of the role of product development and productisation in commercial activities and demonstrate an understanding of the basic principles and practices of service design and productisation.

Content: Product development and productisation processes and their management; product or service design and productisation.

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