International Master of Arts in Arts and Cultural Management starts third round of applications

Up until 31 May 2020, cultural managers from around the globe are welcome to apply for the new semester of the part-time distance-learning programme Arts and Cultural Management (M.A.) of Leuphana University Lüneburg, Germany, and German Goethe-Institut. The application-oriented, English-language study programme qualifies participants to deal with current and future challenges in cultural organisations. 72 participants from 31 countries on all continents have registered in the first two years. The third round of the programme will start in September 2020.

Internationalisation, transformation, digitalisation, and sustainability in cultural management are key topics of the interdisciplinary programme, which is mainly conducted online. In addition, students expand their knowledge in the areas of entrepreneurship and audience development and also develop independent analysis and evaluation instruments. Special attention is paid to hands-on qualification: international case studies and project work support students in transferring their specialist knowledge into practice.

For many of the 72 currently enrolled students, the programme is a unique opportunity to advance their skills, which is not available in their own countries. Participants already working in the cultural sector use the acquired knowledge for new projects and to further develop their institutions and initiatives. For others, the programme is an opportunity to enter the international cultural sector.

Students can choose between a three-semester course with 60 credit points (CP) and a more comprehensive four-semester alternative with 90 CP. Students only have to travel to Lüneburg for two one-week block courses in either version. Apart from that, they study via a digital learning platform. Furthermore, out of the modules offered, a total of three certificate programmes can be chosen.

The master’s programme “Arts and Cultural Management” is the third joint project between Leuphana University and Goethe-Institut after two successful MOOCs. Goethe-Institut contributes its extensive experience in international cultural management to both the development and teaching of the course.

The programme will be presented at the virtual information day of the Professional School on 27 June 2020. Apart from this event, a personal counselling interview can be arranged with the course coordinator Christian Holst (macuma@leuphana.de, Fon ++49 4131.677-2534).

All information about the study programme and registration at:
http://www.leuphana.de/macuma
http://www.goethe.de/macuma