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# Cultural Management

CERTIFICATE COURSE



# Cultural Management

CERTIFICATE OF THE UNIVERSITY OF VIENNA

## Designed for Cultural and Social Professionals

### About the Course

The Cultural Management certificate course is an international postgraduate program that provides conceptual knowledge and applied skills for the management of cultural and social projects.

A state of the art program, it is designed to bridge best practice and inspirational theory as well as to explore experimental formats and anticipate trends in cultural and social project management. Participants will enjoy training, establish contacts and develop projects in relevant fields such as innovative project management, intercultural communication and international relations, media work and performing within urban environment in times of societal change.

### Associated Careers

The course addresses NGO and governmental practitioners as well as individuals who have interest and career ambitions in the fields of:

- Cultural and Social Entrepreneurship
- International Relations and Cultural Diplomacy
- Theatre, Museum and Music Management
- Education and Sociology
- Community Engagement
- Cultural Policy and Cultural Industries

### Acquired Competencies

The successful participants will be enabled and empowered to:

- Understand the principles of the cultural and social sector
- Develop projects in the context of social relevance and economic interests
- Gain knowledge and create a toolkit for project planning processes
- Learn strategies for time, budget, team, network and self-management
- Plan international partnerships and European projects
- Communicate in intercultural environments and with the media
- Establish their projects within urban development and community engagement

### Entry Requirements

Admission to the course requires a university degree in cultural or social sciences or high school degree with equivalent experience in related fields as well as sufficient English language skills to follow lectures and participate in discussions.

## Course Content

		ECTS
<b>Module 1:</b> <b>Code Culture</b>	basic knowledge about the structure, scheduling, budgeting, financing in the form of sponsorship and funding, human resources and team building in a project are taught and trained, especially creative strategies and new ways of designing these aspects in the cultural and social sector, in which time and finances are scarce.	4
<b>Module 2:</b> <b>Global Conversation</b>	the latest developments in international dialogue and professional conduct of intercultural cooperation are elaborated. Culture and identity, diplomacy and cultural policy, planning of EU-projects and intercultural communication to extend and improve the quality of projects will be discussed.	4
<b>Module 3:</b> <b>Media Management</b>	the publication and dissemination of cultural and social projects via the media are in the foreground, as well as learning to increase the visibility of existing media, marketing mechanisms, research and socio-political relevance for the media of television, radio, print and social websites.	3
<b>Module 4:</b> <b>Living City</b>	the city as an entity is worked on as an indispensable playground within the scope of the art of project management. The most important, conflicting and exciting developments occur in cities, which can thus be understood as socio-political and cultural laboratories. In this module the emphasis lies on concrete examples such as the innovative city and community engagement.	3
<b>Module 5:</b> <b>Final Presentation</b>		1
<b>TOTAL</b>		<b>15</b>

The course will start in October and takes place in blocked modules on weekends. Each module will be held from Thursday 5 pm to 9 pm, Friday from 9 am to 8 pm and Saturday from 9 am to 6 pm.

## Lecturers & Experts\*

The interdisciplinary team of lecturers includes Dominique Avril Damian (Scribendo), Doug Borwick (Arts Engaged), Dee Boyle-Clapp (University of Massachusetts), Andre Gingrich (University of Vienna), fordewind architecture (Urban Projects, Community Involvement), Monika Herzig (Indiana University), Matthew Hill (Hill Networks), Leonie Hodkevitch (clearly culture), Natasa Mirkovic (University of Music and Performing Arts Vienna), Andreas Stadler (BMEIA), Cay-Stefan Urbanek (Volkstheater Vienna), and further practitioners and scholars from the cultural field, anthropology, private business, U.S. universities, federal ministries and TV and radio. Teaching is in English. Part of the module will be conducted through study visits and conversations at venues of social and cultural work.

\*subject to change



## Leadership Guidance

The course is conceptualized and guided by a dynamic team with complementary competences: Leonie Hodkevitch, clearly culture, author, cultural producer, expert to the European Commission and international lecturer in cultural management, and Peter Schweitzer, Professor of Social and Cultural Anthropology at the University of Vienna with over 20 years of academic experience in North America.



LEONIE HODKEVITCH

PETER SCHWEITZER

*„From our perspective, Cultural Management is a way to achieve both individual fulfillment and meaningful engagement in acting upon modeling our society. In this carefully designed, intense course we aim at providing you with tools and experiences for reaching these goals.“*

Authors, originators, creators and initiators of idea, concept, planning and design of the course ‘Cultural Management’: Mag. phil. Leonie Hodkevitch and Univ.-Prof. Dr. Peter Schweitzer.



#### SCIENTIFIC COORDINATOR

Mag. phil. Leonie Hodkevitch

#### PROGRAM DIRECTOR

Univ.-Prof. Dr. Peter Schweitzer

#### CONTACT AND APPLICATIONS

Mag. Salome Manolas  
Program Management

Postgraduate Center – University of Vienna  
Campus of the University of Vienna  
Spitalgasse 2, Hof 1, Entrance 1.14.1  
1090 Vienna  
P +43-1-4277-10816  
cultural.management@univie.ac.at

#### Short Facts

Academic Degree	Certificate of the University of Vienna
Duration	1 Semester (extra occupational)
Units	15 ECTS
Language	English
Tuition	€ 2,950
Start	annually in October



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## Cultural Management



The University of Vienna is one of the oldest and largest universities in Europe. Staffed with about 9,800 employees, the University fosters innovation in Vienna and its surroundings. About 90,000 national and international students promote intellectual exchange in the city of Vienna.

The Postgraduate Center is the competence center for professional continuing education and training at the University of Vienna. It offers more than 70 master's programs, university continuing education and training courses and certificate courses in the fields of education and social care, health and natural sciences, international affairs and business, communication and media, as well as law.

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The University of Vienna guarantees academic quality in accordance with international standards. Its practical orientation and interdisciplinary nature are additional essential quality criteria. In addition, the Postgraduate Center is actively involved in the Austrian and international lifelong learning discourse.

UNIVERSITY OF VIENNA – POSTGRADUATE CENTER

Campus of the University of Vienna

Spitalgasse 2, Court 1, Entrance 1.14.1, 1090 Vienna, Austria

P +43-1-4277-10800

info@postgraduatecenter.at



[www.postgraduatecenter.at](http://www.postgraduatecenter.at)