



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair in  
Cultural Policy and Management  
(Interculturalism and Mediation in the Balkans)



University of Arts in Belgrade

and

UNIVERSITÉ **LUMIÈRE** LYON 2  
UNIVERSITÉ DE LYON

Master Programme in

# CULTURAL POLICY AND MANAGEMENT (UNESCO Chair)

INSTITUT  
FRANÇAIS  
SERBIE



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# MA IN CULTURAL POLICY AND MANAGEMENT

|   |   |
|---|---|
| Study Level:                            | Master  |
| Study Mode:                             | Full Time   |
| Duration:                               | One academic year, i.e. 2 semesters   |
| Start Date:                             | 1 <sup>st</sup> October 2018  |
| Due Date:                               | 30 <sup>th</sup> September 2019   |
| Application Deadlines:                  | 1. June 18 <sup>th</sup> - 19 <sup>th</sup> 2018<br>2. September 17 <sup>th</sup> - 18 <sup>th</sup> 2018 |
| Directors:                              | Milena Dragičević Šešić, PhD<br>Camille Jutant, PhD   |
| Location:                               | University of Arts in Belgrade  |
| Tuition Fee:                            | 190,000 RSD   |
| Tuition Fee for International Students: | 2.000 €   |

## Program Description

MA in Cultural Policy and Management study program, taught in English and French, is internationally acclaimed and accredited by the University Lumière Lyon 2 and supported by other partner universities, professional organizations and guest experts from all over Europe. It attracts not only students from the Balkan region, but also those coming from Europe and worldwide, who seek an innovative, stimulating and unique study environment.

As a heart-centered Balkans university, we benefit from the cultural resources of the capital city and the extended regional art and culture community that meets in Belgrade. This program enables students to be a part of this creative capital and of the multicultural landscape of the Balkans.

For its excellence in promotion of intercultural cooperation and mediating capacities of culture, the MA in Cultural Policy and Management has been named **UNESCO Chair** in 2004.

## Program Structure

MA in Cultural Policy and Management is implemented through lectures, project making, research based learning, problem-solving, small group work, internships in France and Balkan countries, seminars and workshops, professional study visits and excursions designed to help the student develop wider contextual understanding, research skills and awareness of professional issues.

Courses are taught in both English and French (consecutively translated into English). Non-French-speaking students are given the opportunity to gain fundamental knowledge of French language through the pro bono French Course provided by the French Institute in Serbia.

Since we encourage most of our students to become practicing professionals, an internship in the field is obligatory, but previous professional experience might also be credited. The program is concluded by master thesis research and finally the title given by the University of Arts in Belgrade is **MA in Cultural Policy and Management** and title given by the University Lyon 2 is **Master 2 Développement de Projets Artistiques et Culturels Internationaux**.

Please note that the inscription to University Lyon 2 requires an additional funding (c. 260,10 €).

## Course List

### Autumn Term

#### A. Core courses

- Strategic Management in Culture (6 ECTS)
- Cultural Policy and Cultural Rights (6 ECTS)
- Management of Intercultural Art Projects (6 ECTS)
- Marketing in Culture (5 ECTS)
- Leadership and Development of Creative Teams (4 ECTS)

#### B. Elective courses (1 of 3)

- Reading the Image of the Balkans (3 ECTS) or
- European Culture: Past, Present and Future (3 ECTS)
- Curatorship and Creative Practice (3 ECTS)

### Spring Term

#### A. Core courses

- Methodology of Research (5 ECTS)

#### C. Elective courses (1 of 3)

- Management of Cultural Heritage (5 ECTS) or
- Policies of Performing Arts Festivals (5 ECTS) or
- Management of Film and Media

#### D. Internship (6 ECTS)

#### E. MA Thesis (14 ECTS)

TOTAL CREDITS 60 ECTS

## Entry Requirements

Applicants should have a university degree in social sciences, humanities and arts (240 ECTS). Relevant professional experience is highly preferred. Fluency in English is required. Fluency in French is favored.

## Application Route

Application deadlines:

- June application period: **18<sup>th</sup> - 19<sup>th</sup> June 2018** or
- September application period: **17<sup>th</sup> - 18<sup>th</sup> September 2018**.

Please note that funding bodies need to meet numerous deadlines and therefore we urge potential students not to delay submitting applications to ensure timely processing.

Applicants will be **interviewed through an online questionnaire**. Each applicant will receive the questionnaire via e-mail with additional instructions.

Inscription deadlines:

- June inscription period: **25<sup>th</sup> – 26<sup>th</sup> June 2018**
- September inscription period: **24<sup>th</sup> – 25<sup>th</sup> September 2018**.

## Application Documents

Please download the application form for 2018/19 from our website (Serbian students in Serbian language, international students in English) and e-mail it to [coordinator@arts.bg.ac.rs](mailto:coordinator@arts.bg.ac.rs). If you have trouble downloading the form please contact the Program Coordinator through the email address above.

You should submit your application documents personally or send them by mail to the following address: UNIVERSITY OF ARTS IN BELGRADE, Kosancicev venac 29, 11000 Belgrade, Serbia.

Your application should include following documents:

1. Application form – 2 copies
2. Curriculum vitae with a photo and detailed educational and professional history included
3. Motivation letter
4. Certified copy of your diploma
5. Diploma supplement/transcript of courses with the average mark
6. Payment receipt for the application fee - amount of 5000 RSD or 60€. Serbian students should follow the payment instructions listed in the general student guidelines in Serbian; international students should email [coordinator@arts.bg.ac.rs](mailto:coordinator@arts.bg.ac.rs) for the payment instructions.

**Please note:**

- **University of Arts in Belgrade does not cover additional money transfer expenses;**
- **All documents should be submitted in English or in Serbian.**

## Inscription Documents

Inscription deadlines:

- June inscription period: **25<sup>th</sup> – 26<sup>th</sup> June 2018**
- September inscription period: **24<sup>th</sup> – 25<sup>th</sup> September 2018**.

Though selected candidates will be informed in detail about the enrollment procedure, it is important for international students to prepare some documents in advance.

You will be asked to provide:

1. Copy of your passport
2. Birth certificate in English or in Serbian (for the UAB inscription)
3. Birth certificate in French, English, German, Italian, Spanish or Portuguese (for the Lyon 2 inscription)
4. 2 photos (3,5 x 4,5 cm)
5. Medical insurance - the copy of international insurance card or receipt of medical insurance paid in Serbia
6. Tuition fee payment receipt – For either the entire tuition fee or first of two equal installments. For latter option, the second installment should be paid in January 2018.

Serbian students should follow the enrollment instructions outlined in the general UAB student guidelines in Serbian.

## Academic Calendar

Autumn Semester: 1<sup>st</sup> October to 21<sup>st</sup> December 2018

Spring Semester: 18<sup>th</sup> February to 31<sup>st</sup> May 2019

MA Thesis Defense: October 2019

## Additional Information

General information can be obtained at: [www.arts.bg.ac.rs](http://www.arts.bg.ac.rs); for detailed information or any enquiries contact the Program Coordinator directly at: [coordinator@arts.bg.ac.rs](mailto:coordinator@arts.bg.ac.rs) or: +381 11 2624281.

## Opportunities for Francophone students

- AUF annual fellowship program for internships in Francophone countries – for more information: <https://www.auf.org/bureau/bureau-europe-centrale-et-orientale/appels-offre-regionales/mobilites-de-stage-professionnel-16/>

## Students' Life

Accommodation and living costs during studies will be born by the students. Our students' office will help you book accommodation at the Student Residence or assist with other services.

The school is well equipped with a library and information centre with open access computer facilities and lecture theatre.

## Professors and Lecturers

Program professors are actively involved in cultural policy, management and associated disciplines, and also engaged in related academic and practice-based research, giving the program its strong identity and firm foundations.

Program directors are Milena Dragičević Šešić, PhD, professor at the Faculty of Dramatic Arts in Belgrade, UNESCO Chair holder, and Camille Jutant, PhD, head of the Master 2 Programme *Développement de Projets Artistiques et Culturels Internationaux*, Université Lyon 2.

Faculty includes professors and lecturers from European countries, Balkan region, and Serbia, among them:

Lidia Varbanova, PhD, Desautels School of Management, McGill University, Montreal

Philippe Teillet, PhD, Institut d'Etudes Politiques de Grenoble (Université Pierre Mendès-France)

Dominique Sagot-Duvaroux, PhD, Université d'Angers, Paris I Sorbonne

Silvija Jestrović, PhD, University of Warwick

Aleksandra Jovičević, PhD, University La Sapienza, Rome

Aleksandar Brkić, PhD, Goldsmith University, London

Monika Mokre, PhD, Webster University, Vienna

Predrag Cvetičanin, PhD, University of Niš

Nevena Daković, PhD, Faculty of Dramatic Arts, Belgrade

Ivan Medenica, PhD, Faculty of Dramatic Arts, Belgrade

Slobodan Cvejić, PhD, Faculty of Philosophy, Belgrade

Ljiljana Rogač Mijatović, PhD, Faculty of Dramatic Arts, Belgrade

Marina Marković, PhD, Faculty of Dramatic Arts, Belgrade

Goran Tomka, PhD, Faculty for Sport and Tourism, Novi Sad

Ana Martinoli, PhD, Faculty of Dramatic Arts, Belgrade

Irena Ristić, PhD, Faculty of Dramatic Arts, Belgrade

Jelena Todorović, PhD, Faculty of Fine Arts, Belgrade

Nikola Šuica, PhD, Faculty of Fine Arts, Belgrade

Milan Popadić, PhD, Faculty of Philosophy, Belgrade

Ivana Vujić, Faculty of Dramatic Arts, Belgrade

Aleksandra Milovanović, Faculty of Dramatic Arts, Belgrade

Selena Rakočević, PhD, Faculty of Music, Belgrade

Svetlana Volic, Faculty of Fine Arts, Belgrade

Nina Mihaljinac, Faculty of Dramatic Arts, Creative Europe Desk Serbia, Belgrade

Jelena Mitrović, Faculty of Dramatic Arts, Belgrade

Irina Subotić, PhD, Professor Emeritus, President of the Europa Nostra Serbia

Višnja Kisić, PhD, Secretary General Europa Nostra Serbia, Belgrade

Hristina Mikić, PhD, Director Creative Economy Group, Belgrade

Marijana Cvetković, Director, Stanica – Service for Contemporary Dance

## Partner Organisations

Institut français de Serbie, Belgrade  
Institut d'Etudes Politiques de Grenoble (Université Pierre Mendès-France)  
Observatoire des Politiques culturelles, Grenoble  
Relais Culture Europe, Paris  
Territoire de Belfort – Conseil Général  
Fondation Marcel Hicter, Bruxelles  
Austrian Cultural Forum, Belgrade  
British Council, Belgrade  
Goethe Institute, Belgrade  
The Best in Heritage (European Heritage Association), Zagreb  
IMO, Institute for International Relations, Zagreb  
ECUMEST Association, Bucharest  
Central European University (CEU), Budapest  
Multimedia, Skopje  
Creative Europe Desk Serbia  
Creative Mentorship  
Evropa Nostra Serbia  
Creative Economy Group  
Stanica – Service for Contemporary Dance  
Center for Cultural Decontamination

# Dragan Klaić Fellowship – Regional Student Scholarship

**Dragan Klaić Fellowship** (student scholarship) is presented in memory of Prof. Dragan Klaić, PhD, theater scholar and cultural analyst. It is supported by the *Open Society Foundations* and the *European Cultural Foundation*.

The Fellowship aims to encourage and stimulate candidates from the Balkan region to apply for this international master study program. It is given annually to the best candidate – to cover tuition fees, as well as student's living costs in Belgrade during the academic year.

Total amount: **USD 6,000**

## Who is eligible for the Fellowship?

All regional candidates applying for the UNESCO Chair in Cultural Policy and Management program in both June and September application periods are eligible for the Fellowship consideration, however, the selection of candidates is conducted in September, when the list of accepted students is finalized.

## Fellowship criteria

Candidates are selected on the basis of:

- Previous education achievements
- Demonstrated commitment to sustained interaction with students of other nationalities, languages or ethnic backgrounds in the spirit of international understanding and cooperation during their previous studies, or demonstrated commitment to development of community intercultural projects outside of the university
- Initiation of and participation in other relevant cultural activities (cultural activism)
- Motivation letter explaining future career goals and interests, as well as reasons for applying for the Fellowship.

## Application route

In order to be taken into consideration for the *Dragan Klaić Fellowship*, nominations must be received together with application documents for the UNESCO Chair in Cultural Policy and Management program.

Application deadlines:

- June application period: Monday/Tuesday **18<sup>th</sup> – 19<sup>th</sup> of June 2018**
- September application period: Monday/Tuesday **17<sup>th</sup> - 18<sup>th</sup> of September 2018**

## Application evaluation process

- Application documents and personal profiles will be reviewed and evaluated by the entrance exam jury members of the UNESCO Chair in Cultural Policy and Management and the Committee for the *Dragan Klaić Fellowship Program*.
- The results will be announced by **28<sup>th</sup> September 2018**
- If needed, a Skype conference call / interview with a candidate will be arranged.

**Dragan Klaić** was a theater scholar and cultural analyst. He served as a Permanent Fellow of Felix Meritis Foundation in Amsterdam and taught Arts and Cultural Policy at the University of Leiden. He obtained a degree in Dramaturgy in Belgrade and a Doctorate in Theater History and Dramatic Criticism from Yale University. Klaić worked as a theater critic and dramaturge, held professorships at the University of Arts in Belgrade and University of Amsterdam, guest professorships in the USA, at the CEU Budapest and University of Bologna, led the Theater Instituut Nederland, co-founded the European Theater Quarterly *Euromaske*, and served as the President of the European Network of Information Centers for the Performing Arts and of the European Forum for the Arts and Heritage. His fields of engagement were contemporary performing arts, European cultural policies, strategies of cultural development and international cultural cooperation, interculturalism and cultural memory. He led complex international research projects, conceptualized numerous conferences and symposia, authored and edited publications. Klaić is the author of several books and hundreds of articles. He was the Chair of the European Festival Research Project. Dragan Klaić passed away in August 2011.