

UNESCO CHAIR IN **CULTURAL POLICY AND MANAGEMENT**

UNIVERSITY OF ARTS IN BELGRADE

in collaboration with

UNIVERSITY LUMIERE LYON 2

WHO WE ARE

ABOUT THE PROGRAMME

MA in Cultural Policy and Management study programme is a one year internationally acclaimed programme, accredited by both the University of Arts in Belgrade, Serbia and University Lumiere Lyon 2, France. The programme is taught in English and French and is supported by numerous partner universities, professional organisations and guest experts from all over Europe and the world.

MA in Cultural Policy and Management proudly carries the title of UNESCO Chair since 2004, awarded to it for its excellence in the promotion of intercultural cooperation and mediating capacities of culture. It attracts students from around the world who seek an innovative, stimulating and unique study programme and environment.



Students on a study trip to Novi Sad European Capital of Culture

WHAT WE TEACH

PROGRAMME OUTLINE

A. Core courses

Strategic Management in Culture
Cultural Policy and Cultural Rights
Management of Intercultural Art Projects
Marketing in Culture
Leadership and Development of Creative Teams

B. Elective courses (1 of 3)

Reading the image of the Balkans
European culture: past, present and future
Curatorship and Creative Practice

Autumn semester

A. Core course

Methodology of Research

B. Elective courses (1 of 4)

Management of Cultural Heritage
Policies of Performing Arts Festivals
Management of Film and Media
Cultural Diplomacy and Transcultural Dialogue

C. Internship

D. MA Thesis

Spring semester



Students on a study trip to Art Colony Terra,
Kikinda

HOW WE TEACH

TEACHING METHODS

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, study trips and visits, field research and workshops 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.

Since we encourage most of our students to become practising professionals, an internship in the field is obligatory, but previous professional experience might also be credited. The programme 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 Developpement de Projets Artistiques et Culturels Internationaux.

Upper left: Our alumna Sara Sopić takes students through Museum of Yugoslavia

Upper right: Students present their project Prozorenje

Lower left: Study trip to Smederevo and visit to the local theatre

Lower right: Students visiting Bač, a site of upcoming UNESCO World Heritage List nomination



STUDENT ASSIGNMENTS

We believe that critical insights mixed with practical skill are what builds vibrant and socially engaged cultural professionals. Thus, we design assignments that support hands-on knowledge and critical eye, such as:

Do a Strategic Analysis of an Institution

No matter if you will be working in public institution, independent cultural center, civil society organisation or private art company, your organisation will benefit from deep analysis and grounded long-term strategic direction. This is why during the MA studies you will not only be learning methods of strategic analysis and planning, but will build these skills by doing a strategic analysis of a cultural institution together with other colleagues.

Propose an Intercultural Arts Project

In the world marked by identity politics based on cultural different, intercultural dialogue and mediation are skills needed for future cultural professionals. During the MA programme you will not only learn about critical perspectives to interculturalism, but will learn the methods of project management, and will work together with other students to design an intercultural art project.

Conduct a comparative cultural policy analysis

Cultural policy making comes with well grounded analysis that looks at how particular issue is dealt with in different contexts and different countries. In conducting comparative cultural policy analysis you will be comparing how two or more countries design their policy goals, measures and mechanisms to deal with certain issue – such as audience development, arts education, heritage management, cultural diplomacy, etc.

Create a Heritage Interpretation Plan

Managing heritage in diverse contexts comes with a series of critical issues entangled with identity, politics, citizen engagement and environmental concerns. This is why how we use, mediate and interpret heritage in contemporary societies matters so much. During the MA you will engage in creating an Interpretation plan for specifically challenging heritage, thus developing skills for valorising, managing and interpreting it in a plural and inclusive manner.

*Student project: Cultural Speed Dating
Dom omladine, Beograd*



WHO IS THIS PROGRAMME FOR

OUR STUDENTS

We highly value diversity and pluralism in the classroom and deeply believe students learn not only from professors but from each other. And, since our students come from all parts of the world, with different educational backgrounds and different professional experiences – there is plenty to learn and share.

Each year we welcome students from all around the Balkans, as well as other parts of Europe, North and South America, Africa, Middle East and Asia. Our students explore the links between the topics thought in our MA and their previous educational backgrounds in diverse disciplines, such as language studies, art history, archaeology, ethnology and anthropology, performing and visual arts, law, political and social sciences, economy, pedagogy and many more. We are open to students who have just finished their bachelor studies, to those who are already working in the field of arts and culture, as well as those working in other fields who want a career change or search for new connections between their profession and culture.



OUR ALUMNI

We are proud that our alumni network gathers cultural professionals from all walks of culture – artists and artistic collectives, curators, cultural activists, museum professionals, cultural educators, producers, theatre directors, policy makers, cultural attaches, musicians, academics and researchers – who have dynamic careers, work in international context, and engage with public, private and civil sector in culture.

We nurture our alumni network and benefit greatly from their continuous involvement in our programme. The doors of their institutions and organisations are wide open to internships, projects or strategic analysis of our students, and they greatly contribute with their advises and as co-mentors in implementation of student master thesis.



Nela Tonković, Subotica
Director of National Theatre Šabac



Violeta Simjanovska, Helsinki
Head of Arts Management Department at the
Sibelius Academy



Clarissa Gonzaga, Belo Horizonte, Brasil
Cultural policy specialist
Secretariat for Culture, State of Minas Gerais



Espéra Donouvossi, Benin
Project Manager Youth Africa Heritage program
ICCROM



Biljana Tanurovska Kjulavkovski, Skopje
Executive director and programmer
Lokomotiva – Centre for New Initiatives in Arts
and Culture



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Producer and Programme Coordinator
LJUDMILA, Art and Science Laboratory



Irina Ljubić, Belgrade
Director of Foundation Jelena Šantić



Bianca Floarea, Bucharest
Culture Sub-programme Coordinator
Creative Europe Desk Romania



Tatjana Antić, Belgrade
UNOPS - United Nations Office for Project
Services

WHO WE ARE

LECTURERS

Our professors are acclaimed cultural policy and management experts coming across Europe. They are all internationally present both in academia and in practice and come from all over Europe, from Bulgaria to the UK.

They are serving as advisors and consultants of leading cultural networks like UNESCO, Council of Europe, Europa Nostra, IETM, ENCATC and many more.

Their research covers a wide area of knowledge including cultural sociology, film, theatre and radio studies, cultural policy studies, arts marketing, critical heritage studies and many more.

They are also heads of numerous independent cultural organizations like Stanica – Service for Contemporary Dance, Europa Nostra Serbia or Rock camp for girls, or arts institutions like Bitef Theatre, National theatre of Serbia or Creative Europe Desk Serbia.

CHAIR FOUNDER



Milena Dragičević Šešić, PhD
Emerita, Faculty of Dramatic Arts in
Belgrade

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Faculty of Fine Arts, Belgrade



Ivana Vujić, PhD
Faculty of Dramatic Arts, Belgrade



Goran Tomka, PhD
EDUCONS University, Novi Sad

WHAT WE DO

OUR ACADEMIC FOOTPRINT

We are an international network of teachers, practitioners and researchers. As such, we engage in international research projects, we organise scientific conferences and participate in publishing of new knowledge in the field of policy and management of arts, culture and media.

OUR UPCOMING PROJECTS

SHAKIN' - Sharing subaltern knowledge through international cultural collaborations

Together with our partners from University of Lyon 2, Bauhaus University Weimar, Independent Arts Scene of Serbia, and Stockholm Women Museum, we have won an ERASMUS strategic partnership grant for project SHAKIN'. Our goal in the next 3 years is to promote the diversification of sources of knowledge and ways of working together, thinking and practicing within arts and culture in relation to the current international ecological, social, economic and technological issues.

The Summer Seminar “Towards a performative turn in heritage: Case of WWII Monuments and Memorials in Western Balkans” 12-24th September 2021

The Summer Seminar consists of four-day lecture sessions, three-day field-work project and final group presentations. All the planned activities investigate monuments and memorials dedicated to WWII events, at several locations in Serbia. The program offers both the new theoretical insights as well as field work with practical production, made through direct collaboration between students from Hildesheim and Belgrade and heritage practitioners from the Western Balkans region.

OUR PAST PROJECTS



Culture of memory and contemporary museum

This educational project focuses on building professional capacities in heritage and memory practice by addressing issues of transdisciplinary approaches in contemporary museology, politics of public memory and participative methods of memorialisation and creation of museum exhibitions. It was offered to both museum and heritage professionals and students who got insights into contemporary theories, innovative practices and work on their own museum exhibition.



PROJECT 33 - Strategic planning in culture

As a part of European Capital of Culture of Novi Sad, we developed and run a life-long learning project on strategic planning and management in culture. Our professors and alumni worked as lecturers and mentors during a 12 month period in which, together with the employees of cultural institutions, 25 new strategic plans were made, making Novi Sad the only city in the region in which all public cultural institutions have a long term planning document.



COST ACTION "Investigating Cultural Sustainability"

Run by the University of Jyväskylä, Finland, this research network comprised of over 100 researchers from 25 European countries. Its goal was to offer a multidisciplinary perspective on the relationship between culture and sustainable development and show that culture is at the very core of sustainability thinking. Project was concluded with an influential report "Culture in, for and as Sustainable Development".

WHERE WE ARE

STUDYING ENVIRONMENT

As a heart-centred 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 programme enables students to be a part of this creative capital and of the multicultural landscape of the Balkans.

Belgrade is one of the European cultural capitals, diverse and innovative city, which is inspiring for artists and enthusiasts on their creative journey. As a heart-centred Balkans university, we benefit from the cultural resources of the capital city and the cultural community that meets in Belgrade. The University of Arts enables students to be a part of this creative capital and of the multicultural landscape of the Balkans.



Image by Stevan Aksentijevic from Pixabay

PRACTICAL INFORMATION

HEALTH INSURANCE

Please note that health insurance during your studies in Belgrade is compulsory. Students are advised to purchase an international health insurance in their own country. If you hold valid medical insurance which covers your stay in Serbia, standard medical treatment is obtainable free of charge.

VISA

If you wish to study in Serbia, prior to your arrival check **here** if you require a visa. If you need a visa to enter Serbia you must apply from the Serbian Embassy in your country of residence. We will provide a Letter of Invitation for the purpose of issuing a visa. Detailed information for Serbian visa policy and requirements is given by the Ministry of Foreign Affairs of Republic of Serbia.

ACCOMMODATION

The University of Arts is placed at the heart of the old historical centre of Belgrade. Our university is without a campus or other student-housing facilities, however, due to its central location, there is plenty of rental possibilities in the vicinity.

BUDDY SUPPORT

ESN student organisation in Belgrade runs a 'buddy' scheme that connects new students with buddies. Buddies are existing students who volunteer their time to share their experiences and offer extra support to new students. Your buddy may help you to prepare your stay, meet you on your arrival and help you to involve with the social aspects of university life while you are in Belgrade. Contact ESN BelUPgrade via email buddy.belupgrade@esn.rs.



STUDYING GRANTS

La bourse “Jelena Lazarevic” pour les francophones de Serbie

La bourse “Jelena Lazarevic” est décernée à la mémoire de Jelena Lazarević, une femme jeune, ambitieuse, courageuse et déterminée, fière de ses origines. La bourse a été lancée par la famille de Jelena et des amis à travers l’association Balkan Expression de Lyon située en France et dont Jelena était un membre actif.

La bourse vise à encourager les candidats francophones de Serbie afin de postuler à un programme d’études interdisciplinaire international au sein de l’Université des Arts de Belgrade en relation directe avec la Chaire UNESCO.

La bourse est attribuée annuellement au meilleur candidat(e). Celle -ci couvrira les frais de transport (billet/ voyage) et le stage de six mois au sein de l’association Balkan Expression à Lyon, France.

Pour rappel, Balkans Expression est une association jeune créée en 2018 à Lyon en France. Elle met en œuvre des activités et des projets dans le domaine de la promotion et du développement de la culture des Balkans dont le renforcement du dialogue interculturel, le renforcement de la coopération économique entre la région des Balkans et la Région Auvergne Rhône-Alpes.

Le montant de la bourse prévu est de 2 500 EUR.

Dragan Klaić Fellowship - Regional Student Scholarship

Total amount: 2 500 EUR

Dragan Klaić Fellowship (student scholarship) is presented in memory of Prof. Dragan Klaić, PhD, theater scholar and cultural analyst.

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 programme. All regional candidates applying for the UNESCO Chair programme 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 finalised.

ENROLMENT

KEY ENROLMENT INFORMATION

| | |
|------------------------|---------------------------------------|
| Study mode: | Full Time |
| Duration: | 2 semesters |
| ECTS: | 60 |
| Language: | English |
| Start date: | 1st October 2021 |
| Due date: | 30th September 2022 |
| Application deadlines: | 17th June 2021 and 9th September 2021 |
| Location: | University of Arts Belgrade |
| Tuition fee: | 2.000 EUR |

**CLICK HERE FOR
MORE INFORMATION**

