

## WHO WE ARE?

# ABOUT THE PROGRAMME



MA IN CULTURAL POLICY AND MANAGEMENT
STUDY PROGRAM IS ONE YEAR INTERNATIONALLY
ACCLAIMED PROGRAM, ACCREDITED BY
THE MINISTRY OF EDUCATION, SCIENCE AND
TECHNOLOGICAL DEVELOPMENT OF SERBIA.

THE PROGRAM IS TAUGHT IN ENGLISH AND IS SUPPORTED BY NUMEROUS PARTNER UNIVERSITIES, PROFESSIONAL ORGANIZATIONS AND GUEST EXPERTS FROM ALL OVER EUROPE AND THE WORLD.





## WHAT WE TEACH?

## **PROGRAMME** OUTLINE

## **AUTUMUN SEMESTER**

### A. CORE COURSES

- Strategic Management in Culture
- Cultural Policy and Cultural Rights
- Management of Intercultural Art **Projects**
- Marketing in CultureLeadership 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

### SPRING SEMESTER

#### A. CORE COURSE

- Methodology of Research

## B. ELECTIVE COURSES [1 OF 4]

- Management of Cultural Heritage
- Policies of Performing Arts **Festivals**
- Management of Music Industry
- Cultural Diplomacy and Transcultural Dialogue

C. Internship D. MA Thesis











## TEACHING METHODS

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

Courses are taught in English. 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 *Master of arts of cultural policy*, given by the University of Arts in Belgrade.

## \* **STUDENT**ASSIGNMENTS

We believe that critical insights mixed with practical skills 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 organization or private art company, your organization 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 Art Project

In the world marked by identity politics based on cultural differences, 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 valorizing, managing and interpreting it in a plural and inclusive manner.



# WHO IS THIS PROGRAMME FOR?

# OUR

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 ther fields who want a career change or search for new connections between their profession and culture.

We are proud that our alumni network gathers cultural professionals from all pathways of culture- artists & 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 program. The doors of their institutions and organizations 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.



## WHO WE ARE?

#### LECTURERS

Our professors are acclaimed cultural policy and management experts. They are all internationally present both in academia and in practice and come 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.

#### PROGRAMME DIRECTORS



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



Nina Mihaljinac, PhD Faculty of Dramatic Arts, Belgrade Chairholder and Programe Coordinator

#### **PROFESSORS**

Serhan Ada, PhD Bilgi University, Istanbul

Pascale Bonniel-Chalier Université Lyon 2

Aleksandar Brkić, PhD Goldsmith University, London

**Slobodan Cvejić**, PhD Faculty of Philosophy, Belgrade

Predrag Cvetičanin, PhD University of Niš

Marijana Cvetković Stanica – Service for Contemporary Dance

> Silvija Jestrović, PhD University of Warwick

Aleksandra Jovićević, PhD University La Sapienza, Rome

*Višnja Kisić*, PhD EDUCONS University, Novi Sad

Raphaela Henze, PhD Heilbronn University

Ana Martinoli, PhD Faculty of Dramatic Arts

Avril Joffe, PhD University of the Witwatersrand, Johannesburg

*Iva Nenić*, PhD Faculty of Music, Belgrade

**Tatjana Nikolić** Faculty of Dramatic Arts, Belgrade

*Milan Popadić*, PhD Faculty of Philosophy, Belgrade

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

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

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

*Nikola Šuica*, PhD, Faculty of Fine Arts, Belgrade

*Jelena Todorović*, PhD, Faculty of Fine Arts, Belgrade

Goran Tomka, PhD EDUCONS University, Novi Sad

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

**Svetlana Volic**, PhD Faculty of Fine Arts, Belgrade

*Ivana Vujić*, PhD Faculty of Dramatic Arts, Belgrade



Serhan Ada, PhD Bilgi University, Istanbul



Slobodan Cvejić, PhD Faculty of Philosophy, Belgrade



Dragan Ambrozić, Editor in chief Belgrade Youth Center



Pascale Bonniel-Chalier Université Lyon 2



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Marijana Cvetković Stanica – Service for Contemporary Dance



Aleksandra Jovićević, PhD University La Sapienza, Rome



Sarrah Cordonier Université Lyon 2



Jelena Knežević, Executive Director of BITEF festival



Višnja Kisić, PhD EDUCONS University, Novi Sad



Raphaela Henze, PhD Heilbronn University



Milan Đorđević, Project Manager at Desk Creative Europe Serbia



Milan Popadić, PhD Faculty of Philosophy, Belgrade



Ana Martinoli, PhD Faculty of Dramatic Arts



Avril Joffe, PhD University of the Witwatersrand, Johannesburg



Prof. Dr. Julius Heinicke, Head of UNESCO Chair Hildesheim



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



Iva Nenić, PhD Faculty of Music, Belgrade



Ljiljana Rogač Mijatović, PhD Faculty of Dramatic Arts, Belgrade



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Jelena Todorović, PhD, Faculty of Fine Arts, Belgrade



Ivana Vujić, PhD Faculty of Dramatic Arts, Belgrade



Goran Tomka, PhD EDUCONS University, Novi Sad



Tatjana Nikolić Faculty of Dramatic Arts, Belgrade

## WHAT WE DO?

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

### OUR ACADEMIC FOOTPRINT

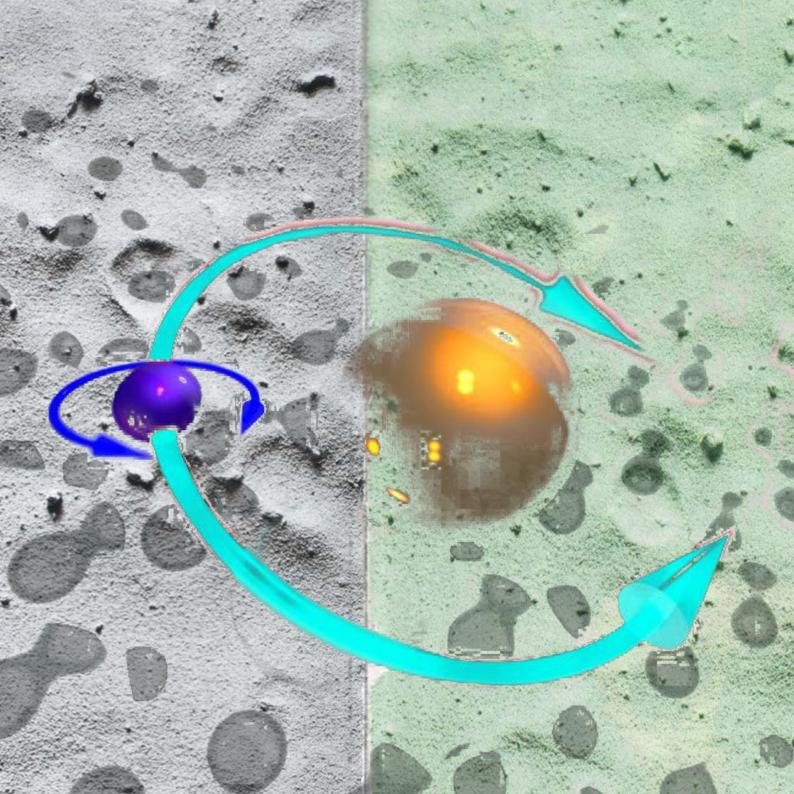
SHAKIN' - Sharing subaltern knowledge through international cultural collaborations.

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 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"

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 UPCOMING PROJECTS**

Culture of memory & contemporary museum. This educational project focuses on building professional capacities in heritage and memory practice, by addressing issues of trans disciplinary approaches in contemporary museology, politics of public memory and participative methods of memorialization & creation of museum exhibitions.

\* It was offered to both museum & heritage professionals & students who got insights into contemporary theories, innovative practices & 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 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".







proposal for land art project: taking over the sea \*(s.stošić'11)



## 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.



# OURMINI



**Nela Tonković**, Subotica Director of National Theatre Šabac



**Violeta Simjanovska**, He<mark>lsinki</mark> Head of Arts Management D<mark>epartment at</mark> the Sibelius Aca<mark>demy</mark>



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



Espéra Donouvossi, Benin
Project Manager Youth Africa Heritage
ICCROM



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



Dare Pejić, Ljubljana

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

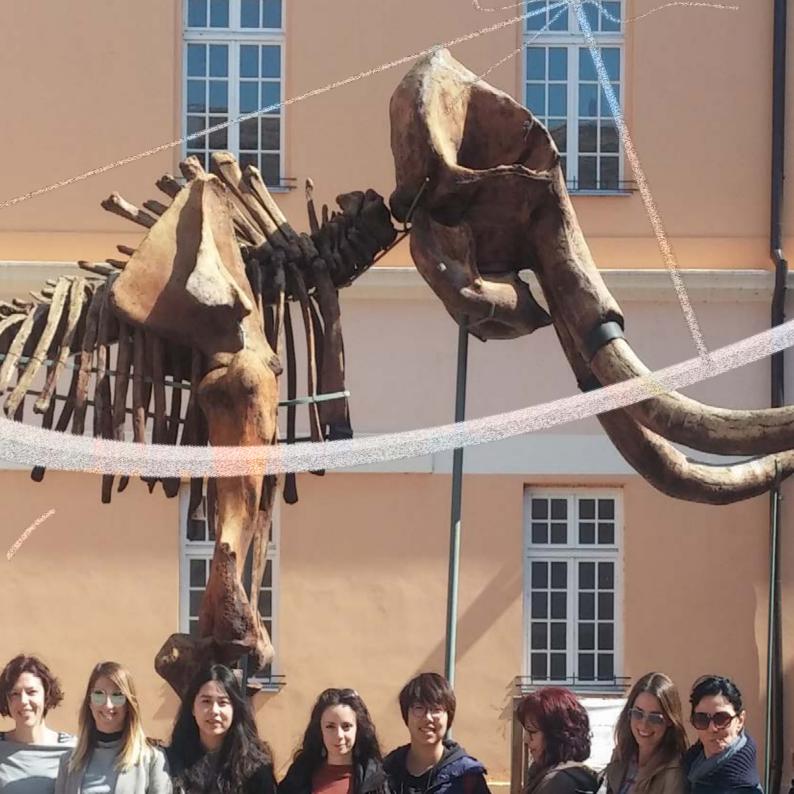


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## UNESCO CHAIR

FOR





MA Cultural policy and management

**UNIVERSITY OF ARTS IN BELGRADE** 

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