

**DESCRIPTION OF THE PROFILE OF THE SECOND CYCLE  
STUDY PROGRAMME *ART MANAGEMENT***

Title of the study programme	Specialisations of the study programme	State code of the study programme
Art Management	-	6211LX005

LMTA division (s)	Language (s) of instruction
Lithuanian Academy of Music and Theatre, Faculty of Theatre and Film, Art Management Division	Lithuanian

Type of studies	Study cycle	Qualification level according to the LTQF (Lithuanian Qualifications Framework) <sup>1</sup>
University studies	Second	VII

Mode (s) of studies and duration in years	Study programme volume in credits	Total student workload (in hours)	Average contact hours	Average self-study hours
Full-time, 1,5 years	90	2400	564	1836

Group of study fields	Main field of the study programme	Minor field of the study programme (if applicable)
Social sciences	Management	Not applicable

Qualification degree and/or professional qualification awarded (if applicable)
Master of Arts

Head of the study programme committee (Head)	Contact information
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Accrediting institution	Accreditation is valid until
Centre for Quality Assessment in Higher Education	

Aim of the study programme
To train a highly qualified art manager who is able to apply the principles of marketing, finance and project management in the field of performing arts management in an integrated manner, is able to create and implement innovative art projects, critically evaluate and creatively address challenges related to the management of art projects and art organisations in a dynamic national and international arena.

Profile of the study programme		
Content of the study programme: subject (module) groups	Nature of the study programme	Distinctive features of the study programme
Subjects of the study field, final master's project	The study programme is focused on the preparation of a highly qualified specialist in the field of art management.	The Master's study programme <i>Art Management</i> differs from other similar study programmes offered by higher education institutions in terms of study subjects, structure, general and professional competencies. This study programme prepares specialists who not only know the peculiarities of performing arts, art entrepreneurship, marketing and cultural organisation management, but also are able to put into practice

<sup>1</sup>LTQF – Lithuanian Qualification Framework

		creative ideas, from an idea of an art project to its full implementation.
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<b>Requirements for entrants</b>	<b>Recognition of the earlier studies</b>
<p>The <i>Art Management</i> programme admits individuals with a bachelor's degree in either arts, management or business.</p> <p>The competitive score (whose maximum possible value is 10) for acceptance to the study programme consists of:</p> <ul style="list-style-type: none"> <li>- evaluation of the bachelor's thesis (average of evaluations) – weighting coefficient 0.2;</li> <li>- the average of the study results achieved in the first cycle studies (marks entered in the diploma supplement (appendix)) (not including the grade given for the final work) – weighting factor 0.2;</li> <li>- motivational interview – weighting factor 0.6;</li> </ul> <p>Students with a bachelor's or professional bachelor's degree in other fields of study and at least 1 year of professional experience in the field of art management are also eligible to participate in the <i>Art Management</i> programme. The competitive score (whose maximum possible value is 10) of these people for acceptance to the study programme (whose maximum possible value is 10) consists of:</p> <ul style="list-style-type: none"> <li>- evaluation of the final work of the first cycle study programme (average of evaluations) – weighting coefficient 0.2;</li> <li>- the average of the study results achieved in the first cycle studies (marks entered in the diploma supplement (appendix)) (not including the grade given for the final work) – weighting factor 0.2;</li> <li>- motivational interview – weighting factor 0.6. During the motivational interview, the people must provide: <ul style="list-style-type: none"> <li>a) a portfolio of professional work proving professional experience;</li> </ul> </li> </ul> <p>a certificate (for example, from an employer) attesting to at least 1 year of professional experience.</p>	<p>Any previously completed studies shall be recognised on a case-by-case basis according to the procedures established by LMTA.</p>

\*Entrance Examination Requirements for Second Cycle (Master's) Studies are announced on the LMTA website [www.lmta.lt](http://www.lmta.lt)

<b>Possibilities for further studies</b>
Upon completion of the second cycle study programme <i>Art Management</i> , graduates have the right to enter doctoral studies.

<b>Professional opportunities</b>
Graduates are able to work as managers in Lithuanian and foreign cultural and art institutions, carry out independent art project dissemination, implementation and development activities; work in cultural institutions, private cultural service organisations, engage in individual managerial activities and work with both art projects and individual performers.

<b>Study methods</b>	<b>Assessment methods</b>
<p>Considering the results of the Programme, the features of a separate study subject (module) and different forms of organisation of study activities (lectures, seminars, consultations, team work), the following teaching and study methods are used:</p> <ul style="list-style-type: none"> <li>• teaching/learning methods applied during lectures, seminars and consultations attributed to the traditional concept of studies: presentation, explanation, illustration and interpretation of theoretical material; presentation, analysis, discussion of practices;</li> <li>• teaching/learning methods applied through interactive lectures, seminars, practical classes, independent and team work, focused on an active way of studying: discussions; debates; brainstorming; work in groups; case studies; problematic discussions in groups; independent analysis of study material; independent performance of an individual task (oral presentations, written works, etc.); performing a team task; presentation of individual and/or team assignments in oral or written form; public presentations, evaluations and discussions of independent and/or team work;</li> <li>• teaching/learning methods applied when using virtual environment during traditional, distance or blended studies: video and audio conferencing;</li> </ul>	<p>Written and oral survey, testing, written works, compiling a bibliography, review of literature and other sources of information, essay writing, oral presentations, presentations, practices, project activities (individual and in groups), project and individual work reports, case study, research work, assessment of learning achievement portfolio, self-assessment, collegial assessment, public discussions, computer testing and the like.</p> <p>The evaluation of the examinations and the defence of the Final Thesis is based on the 10-point grading system.</p>

<b>Description of study results of the study cycle*</b>	<b>Expected study results of the programme</b>
1. Knowledge and its application	The graduate will know the principles of business creation in the field of cultural industries and will be able to apply them in practical situations.
2. Research skills	The graduate will be able to critically and systematically evaluate the data of the cultural field, independently conduct research, applying modern theories of management science and appropriate research methods.
3. Special skills	The graduate will be able to systematically analyse the constantly changing national and international conditions of artistic production development, knowledge of art marketing, dissemination tools and be able to apply it effectively in various fields of artistic development of performers.
	The graduate will be able to effectively plan, organise, execute and control art projects and shape the art market of the performers, following advanced audience development strategies and examples of good practice.
	The graduate will be able to identify and creatively solve modern management problems of cultural and artistic organisations, and manage the activities of an organisation, applying innovations and relevant theoretical paradigms of business and management.
4. Social skills	The graduate will be able to lead decision-making in a multicultural environment and communicate with different target groups by using existing resources, bringing together different interests, and using methods of managing cultural processes based on creativity and collaboration.
5. Personal skills	The graduate will be able to apply personal social and professional skills in a multicultural environment, in accordance with the principles of professional ethics and social responsibility, while continuing the learning and development processes.