



The program is accredited till 2020

Name of the Academic Program	<i>Culture Management</i>
Qualification. Academic Degree to be granted	<i>BACHELOR OF MANAGEMENT</i>
Program Leader	Program Leaders: Ermile Meskhia – Professor – Vice Rector of Batumi Art Teaching State University; Call.: 593325796; e-mail: ermile_mesxia@mail.ru Sofio Tavadze – Associate Professor; Academic Doctor of Art Theory and History; Call.:593 633087; e-mail:sofotavadze@hotmail.com
Scope of Program ECTS	240 credits: volume of 1 credit - 25 hours. Major specialty courses - 125 credits. Faculty Compulsory Courses - 40 credit. University Compulsory Courses - 15 credit. Additional minor specialist/optional courses/blocks - 60 credit. Teaching - 8 terms; I Term - 15 academic weeks; 4 session weeks.
Learning Fee	1800 Gel
Contingency to be admitted	The individuals with complete Secondary education, having passed Unified National Exams shall be enrolled into the program.
Pre-requisite for program admission	Employment areas of the Graduates: Private Sector (one’s own business). Is able to start his/her own business as an independent manager (studio, gallery, etc.); Implementation of individual as well as group project in the sphere of culture; Occupy administrative positions in low and middle management layers of government and non-government organizations in the direction of art; Art Curator in galleries and exhibition areas; Institutions/Organizations of Culture/Art (theatre, museum, gallery, exhibition area, cinema, library, archives, publishing institutions, advertising companies, tourist agency, etc.). Scientific-research centres; Centres/Foundation of Cultural Heritage; TV and Radio and Printing Media
Program Aim	The aim of the Highest Educational Program in Culture Management is to prepare highly-qualified and competitive specialists meeting the interests of the country, region and in general public, being equipped with theoretical and practical knowledge in general management, as well as cultural sphere, as well as the skills for generating and realizing creative and innovative ideas in the sphere of culture, skills for adequate assessment and drawing proper assumption in relation to the development and process in the field; skills and abilities for managing various layers of the culture/art institutions, planning/implementing various research and field projects and with the general and field/professional competencies obtaining through this programs will be oriented on the requirements of the labour market and employers. General theoretical courses are foreseen in the Educational Program, which develops basic management and economic education of future specialists, as well as theoretical-practical course, which ensures education in the field of Culture Management. The students will study the principles of Management, marketing, business, economy, peculiarities of human resources management, methods, functions and others. The students will acquire basic knowledge in management of the direction of culture sphere. The program is interdisciplinary and the academic courses incorporated into it are taught according to historical epochs, within the context of modern trends and requirements.

	<p>Program is oriented on mastering the knowledge of the activity related to managing culture/art institutions and the skills and abilities necessary for the profession of culture manager, enabling the graduates to assist in organizational management, research, analysing the results with the purpose of taking an informed decision and managing the sphere of culture with modern standards. Program will also support formation and development of analytical skills among the students.</p> <p>Development of the practical skills and abilities of the Bachelor will be greatly supported through undertaking practice foreseen with the educational program, as well as implementation of the Bachelor's Project/Paper based on theoretical and practical knowledge. Upon completion of the Educational Program for Culture Management, an Academic Degree of the Bachelor in Culture Management will be granted to the Graduates.</p> <p>Actual importance of the Educational Program in Culture Management is conditioned due to development of the principles of market economy of the country, development of cultural tourism, lack of the specialist's in the direction of Culture Management and their re-training. Implementation of the Bachelors' Program will further promote overcoming deficiency of the staff members in the institutions of culture/art for the future. The Graduates will be also equipped with the knowledge upon economic environment and management principles of the business organizations (state, commercial, non-commercial subjects, international organizations and etc.) and will be able to apply received knowledge in practice. Relevantly, they will be able to satisfy the requirements of the local market in the frame of the competence set for the Bachelors.</p> <p>Program Aim is wholly relevant to the University Mission, which considers development and implementation of the educational programs relevant to the interests of the country, region and the society; equipment of Georgia culture and art field with highly-qualified staff members; supporting self-actualization of students' individual potential and development of creative skills and abilities through implementing educational programs; orienting the students on protection of the national traditions, development of civil society and humanistic ideals.</p>
Learning Outcome	
Knowledge and Acknowledgement	<p>The graduates will acquire knowledge about the peculiarities of culture management. Together with the knowledge of theoretical materials practical skills and abilities will be also mastered, assisting them for better running their business. Skill for analysis and independent thinking will be gained among the graduates.</p> <p>The graduates will be knowledgeable in:</p> <ul style="list-style-type: none"> • Directions, history, development and modern trends of the culture sphere (theatre, cinema, music, fine arts, etc.); • Basic principles and mechanisms in the sphere of management (strategic, organizational and human resources); • Peculiarities of managing the sphere of culture; • International models of culture policy; • Acting legislative regulations and statutes in the sphere of taxation system, procurements in the sphere of culture; • Basic principles of integrated marketing communications; • Mechanisms for fund-raising, cooperation with the organisations with relevant profile and business sector; <p>The graduates will be enabled to become aware of the peculiarities of managing cultural organizations (its subdivisions), specific character, basic problems and development opportunities.</p>
Skill for knowledge application in practice	<p>On the basis of general and sectoral competences, the graduates will be able:</p> <ul style="list-style-type: none"> • To critically think about the theories and principles, abstract thinking, searching, procession, analysis and synthesis of the information from various sources; • To identify problems, developing their essence, to select adequate ways of problem solving, to justify selected approaches of settling the problems; • To implement analytical and practical type of projects in pursuant with previously defined guidelines;

	<ul style="list-style-type: none"> • To collect the data and provide situational analysis of the abstract data through applying standard and some other distinguished methods; • To produce the detailed written report upon the ideas, existing problems and their settlement ways, formation of the justified responses; • To identify the sources of information (bibliography, documents, web-sites) and searching additional information through applying relevant methodology. <p>As the result of theoretical and practical knowledge received as the result of covering the program the graduates will acquire:</p> <ul style="list-style-type: none"> • The skill for planning and management of the creative process and presenting to the public; • The skill for active and effective participation in taking group decision or skills for taking an adequate individual decision in pursuant with the specifics of the field; • The skill for running a management activity in the direction of culture sphere; • The skill for self-actualizing one's own abilities in the specific environment; • The skill for applying databases and relevant search systems; • Ability for rational application and management of the time; • Ability for self-actualization (through initiating one's own business and activity in the artistic sphere); • Ability for analysing the problems related to organization of the culture sphere and searching their settlement ways (e.g. searching new ways of funding, cooperation with business structures in relation to sponsorship, etc.). <p>The Graduates will be enabled:</p> <ul style="list-style-type: none"> • To develop new ways of managing the institution of the cultural field and strategic planning ways; • To take a justified decision in the practical activity; • To apply basic principles of human resources management in practice; • Analysis of the marketing activity of the cultural sphere of the institution, market survey, highlighting correct priorities in the marketing activity of the institution and creating favourable conditions for them; • Planning projects in the sphere of culture, implementation and management in pursuant with previously set instructions; • Application of the statistical data during debates, developing and making a presentation; • Introduction, analysis and application of the Normative Acts.
<p>Assumption Skill</p>	<p>Acquired theoretical and practical skills and abilities will enable the graduates to correctly assess the situation existing in the sphere of culture management and in case of necessity, to develop adequate proposals and recommendations. The graduate will have the skills for correct analysis, evaluation and response to the fact/event/problem.</p> <p>The graduates will be able to:</p> <ul style="list-style-type: none"> • Study the resources of culture/art (human/materialistic), defining the needs on the basis of survey results and formation of the of the reference types of documents; • Develop and analyse ongoing and strategic plan of the organization acting in the cultural sphere and drawing conclusions; • Collect the data through applying relevant method for human resources management of the organization acting in the cultural sphere, description/analysis, drawing qualified conclusions and forming recommendations; • Form rational and grounded conclusions on the basis of analysing the activity of international and local organization functioning in the sphere of culture policy models, cultural-historical events and field of culture; • Define alternative ways for settling the problems related to effective management in the sphere of culture and justification of taken decisions.

STRUCTURE OF THE ACADEMIC PROCESS

Code	Pre-condition	Name of the Academic Course/Module	Credits	Number of hours			Distribution of credits according to the terms							
				In total	Class	Indep ende	I	II	III	IV	V	VI	VII	VIII
Basic Specialty Courses			125	4125	1555	2570	20	25	30	30	15	15	15	15
B10b1		Basics of Management	5	125	50	75		5						
B10b2		Basics of Marketing	5	125	50	75			5					
B10b3		Basics of Business	5	125	50	75			5					
B10b4	B10b1	Basics of Financial Management	5	125	50	75			5					
B10b5	B10b1	Culture Economics	5	125	50	75			5					
B10b6		Film-Art Management	5	125	50	75			5					
B10b7	B10b1	Culture Management (Cultural Tourism)	5	125	50	75			5					
B10b8		Marketing in Culture	5	125	50	75				5				
B10b9		Performing Art Management (Theatre, Music, Choreography)	5	125	50	75				5				
B10b10	B10b1	Culture Management (Museum and Archive Work)	5	125	50	75				5				
B10b11	B10b1	Culture Management (Library and Publishing Work)	5	125	50	75				5				
B9cs15		Media Management	5	125	50	75				5				
B10b13	B10b1; B10b2	Project Management	5	125	50	75				5				
B10b14	B10b1; B10b5	Introduction to Culture Policy	5	125	50	75					5			
B10b15		Culture Financing	5	125	50	75					5			
B10b16		Logistics	5	125	50	75					5			
B10b17		Business Ethics and Business Etiquette	5	125	50	75						5		
B10b18	B10b7,9,10, 11	Basics of Human Resources Management and Office Work	4	100	40	60							4	
B10b19		Advertising and Advertising Management	5	125	50	75						5		
B10b20		International Organizations in Culture	5	125	50	75							5	
B10b21		Legislative Acts in the Field of Culture	3	75	30	45							3	
B10b22		Statistics	5	125	50	75							5	
B10b23		Basics of Sociology	3	75	30	45							3	
B10p		Practice	5	125	60	65								5
B10b24		Bachelor Paper/Project	10	250	100	150								10
Compulsory Faculty Courses			40											
Hfc1		Introduction to Theatre History	5	125	50	75	5							
Hfc2		Introduction to Film History	5	125	50	75	5							

<i>Hfc3</i>		Introduction to Visual Art History	5	125	50	75	5								
<i>Hfc4</i>		Introduction to Contemporary Thinking	5	125	50	75		5							
<i>Hfc5</i>		Introduction to Music History	5	125	50	75		5							
<i>Hfc6</i>		Office Programs	5	125	50	75	5								
<i>Hfc7</i>		Speech Culture	5	125	50	75		5							
<i>Hfc8</i>		Psychology Of Creation	5	125	50	75		5							
<i>University Compulsory</i>			<i>15</i>	<i>375</i>	<i>200</i>	<i>175</i>	<i>10</i>	<i>5</i>							
<i>ucBA1</i>		Academic Writing	5	125	50	75	5								
<i>ucBA3-1</i>		English Language	5	125	50	75	5								
<i>ucBA3-2</i>	<i>ucBA3-1</i>	English Language	5	125	50	75		5							
<i>minor /Optional Blocks/Courses</i>			<i>60</i>	<i>1500</i>								<i>15</i>	<i>15</i>	<i>15</i>	<i>15</i>
<i>In total</i>			<i>240</i>	<i>6000</i>				<i>30</i>	<i>30</i>	<i>30</i>	<i>30</i>	<i>30</i>	<i>29</i>	<i>31</i>	<i>30</i>