



The program is accredited till 2022

Name of the Academic Program	<i>Art Management</i>
Qualification Academic Degree to be granted	<i>Master of Art Management</i>
Program Leader	Leaders: Ermile MESkhia – Professor Deputy Rector of BASTU; cell.: 593 32 57 96; e-mail: ermile_mesxia@mail.ru ; Sopio Tavadze – Associate Professor; Cell.: 593 633087; e-mail: sofotavadze@hotmail.com
Scope of Program ECTS	120 credits: volume of 1 credit - 25 hrs. learning 4 terms; 1 term – 15 academic weeks; 4 session weeks; Specialty subjects - 80 credits; Optional courses - 20 credits; Master’s Paper - 20 credits
Learning Fee	1500 Gel
Contingency to be admitted	The individuals with the Bachelor’s Degree of the Degree equalled to it will be enrolled to the program, which have passed Unified Master Exams and Specialization Exam in Culture and Art Management (oral). <i>Detailed information upon specialization exams, its holding rule, form and evaluation criteria shall be placed at BATU web-site: www.batu.edu.ge</i>
Employment Area	Art manager will be able to take up the jobs and occupy the positions being foreseen with the Georgian legislation and interbody documents for the specialists with academic and professional education of the Master’s Level: <ul style="list-style-type: none"> • State and private institutions; • Cultural heritage foundations; • Culture and art centres; • Tourist agencies; • Museums, galleries; • Publishing houses; • Culture and monument protection agencies; • Governmental and non-governmental organizations with the artistic profile; • Organizational committees of the festivals; • Scientific-research centres; • TV Radio and Printed media; • Scientific-pedagogical activity in the higher educational institutions and colleges;
Program Aim	At the modern stage, modern management methods and principles occupy one of the leading places in the successful implementation of the professional and creative activity of the art and culture institutions. Relevantly, their

	<p>successful functioning and development requires preparation and launching of the educational program with the specialty in “Art management” in the higher educational institutions.</p> <p>Major aim of the Master Educational Program in Art Management is in compliance with the University Mission and is oriented on the demands of the interested parties: society, state and employers.</p> <p>The aim of the educational program is to prepare highly-qualified specialists equipped with theoretical and practical knowledge in the management field, as well as the skills and abilities for preparation and implementation of the field projects, management of culture and art institutions.</p> <p>Actual importance of educating the specialists with the Master program of Art management is conditioned due to the development of the cultural tourism, as well as development principles of country’s market economy and, cultural-show and art institutions, necessity of conducting theoretical researches, training the pedagogues and specialists of the art management.</p>
Learning outcome	
Knowledge and Acknowledgement	<p>General (transfer) competences: has deep and systemic knowledge, which gives the graduate the opportunity for elaborating new and original ideas, being aware of separate problem solving ways;</p> <p>Field competences:</p> <p>Master has a qualified knowledge of management of culture and Art institution;</p> <p>Master is introduced to Georgian and foreign experience of management systems, being aware of the modern management methods;</p> <p>The master is also knowledgeable in general and methodological principles of the management field;</p> <p>Has mastered the knowledge of art management, marketing, funding, public relations, human resources management, knowledge of modern technologies, being necessary for taking optimal and correct decisions by the manager;</p> <p>Is aware of the theory of culture economy, being aware of the importance and results of the culture commercialisation under the conditions of the market economy.</p>
Skill for applying knowledge in practice	<p>General (transfer) competences: take action in new unforeseen and multidisciplinary environment; searching new and original ways of resolving complex problems, among them independent realisation of research through applying recent methods and approaches;</p> <p>Field competences:</p> <p>Master has obtained the skill for applying received knowledge in practice;</p> <p>Master is able to analyse, evaluate performed work and take optimal decisions;</p> <p>Master has a skill to elaborate business proposals and prepare relevant projects, present them to the society and implement specific measures for performing the set objectives;</p> <p>The master is able to elaborate and teach academic courses according to the disciplines of Culture and Art Management;</p> <p>The master has the skills and abilities necessary for the manager and is able to apply the knowledge received in the management theory in practice.</p>
Skill for assumption	<p>General (transfer) competences: formulation of the justified conclusion on the basis of critical analysis of complex and incomplete information (among them researches); innovative synthesis of the information on the basis of the recent data;</p>

	<p>Field competences: The master is able to obtain the information upon the management in culture and art institutions, to elaborate and analyse it; The master has knowledge of the quantitative and qualitative information received as the result of research, to synthesize recent and incomplete information and to draw conclusions, being grounded with relevant argumentations. The master has a skill to draw relevant conclusion on the basis of studied information and to take adequate decisions; The master has the ability to elaborate and realize the projects in relation to management of culture and art.</p>
Communication skills	<p>General (transfer) competences: communication of one's own conclusions, arguments and research methods with academic and professional society in Georgian and Foreign language; taking into account the standards of the academic ethics and achievements of information and communication technologies. Field competences: Master is able to prepare qualified reports, speeches, projects and to present before the society; Master is able to participate in the discussions, project reviews; Master is able to establish relationship with Georgian and foreign partner inside and outside the country, with the purpose of business links and cooperation; Master is able to have a collegial relationship with the personnel of the institution and to introduce individual and group working methods.</p>
Skill for Assumptions	<p>General (transfer) competences: Independently lead learning, being aware of the peculiarities of the learning process and high level of strategic planning. Field competence: Master is able to independently deepen knowledge through applying modern technologies, to take part in qualification raising courses and to acquire new skills and abilities. The graduates will have formed a good impression upon the actual problematic existing in the concrete sub-field, enabling them to select the direction on which to continue learning and the direction to the development of which he/she can contribute.</p>
Values	<p>General (transfer) competences: Evaluation of one's own and other attitude towards the values and contributing to introduction of new values; Field competences: With received education and qualification the Master on Art Management is a specialist, which introduces new values of culture and art management during the working process and greatly supports to popularization of these values in the society; The master is equipped with the skills for realizing one's own intellectual property, respect it, to realize publicly recognized civil and public values, as well as has the skills for protecting and respecting etic norms in relationship with the partners.</p>

STRUCTURE OF THE ACADEMIC PROCESS

Code	Pre-condition	Subject/Module	Credit	Hours			Credit distribution according to terms			
				In total	contact	Independent	I	II	III	IV
Specialty subjects			100	1625	390	1235	30	30	30	30
M10-GS-1		Art Management	5	125	30	95	5			
M10-GS-2		Project management in Culture	5	125	30	95	5			
M10-GS-3		Management of Human Resources in culture sphere	5	125	30	95	5			
M10-GS-4		News methods of learning and teaching and technologies	5	125	30	95	5			
M10-GS-5	M10-GS-1 M10-GS-2	Marketing in art	5	125	30	95		5		
M10-GS-6		Strategy and tactics for public relations	5	125	30	95		5		
M10-GS-7		Sponsorship and fundraising	5	125	30	95		5		
M10-GS-8	M10-GS-1	Culture policy	5	125	30	95		5		
M10-GS-9		Management of culture resources	5	125	30	95			5	
M10-GS-10		Management of museum exhibitions and expositions	5	125	30	95			5	
M10-GS-11		Management of non-commercial organizations	5	125	30	95			5	
M10-GS-12		Management of cultural heritage	5	125	30	95			5	
M10-GS-13		Event organizing and management	5	125	30	95			5	
M10-GS-14		Project	5	125	30	95			5	
M10-GS-15		Practice	10	250	60	190				10
M10-GS-16		Master's Work	20	500		500				20
		Optional Courses	20	250	60	190	10	10		
		In total	120	3000	720	2280	30	30	30	30