

MA IN MANAGEMENT OF CULTURAL INSTITUTIONS (ART MANAGEMENT) (TAUGHT IN BULGARIAN)

Brief presentation of the program: The program aims to create experts in management of cultural institutions, build basic art education by studying public administration, management, cultural studies, European studies, journalism, mass communication, etc. The education passes through the training courses in strategic marketing, project management, and modern trends in art, advertising and public relations, European cultural policies, event management, human resources. Extracurricular educational forms include project development, practices and internships in cultural institutions

Major and qualification:

Specialization: Management of culture

Qualification: Master of Management in Culture

First year, First Semester

Basic courses

ADMM751 Advertising and Public Relations, 30h, 3 ECTS

ADMM770 EU policies in the field of education and culture, 30h, 3 ECTS

ADMM780 Social IT, 30h, 3 ECTS

ADMM901 Management in the Public Sector, 30h, 3 ECTS

ADMM902 Strategic Planning, 30h, 3 ECTS

ADMM903 Globalization. Market for cultural values and products, 30h, 3 ECTS

ADMM905 Theories of European integration. European cultural area, 30h, 3 ECTS

Extracurricular credit courses

ADMM753 Project: Management in the public sector, 30h, 3 ECTS

ADMM755 Project: Strategic Planning, 30h, 3 ECTS

ADMM758 Project: Globalization. Market for cultural values and products, 30h, 3 ECTS

ADMM761 Project: Theories of European integration. European cultural area, 30h, 3 ECTS

ADMM771 Individual work: Policies in the field of education and culture, 30h, 3 ECTS

ADMM776 Individual course work: Advertising and Public Relations, 30h, 3 ECTS

ADMM781 Individual course work: Social IT, 30h, 3 ECTS

First Year, Second Semester

Basic courses

ADMM741 Law in the field of culture and media, 30h, 3 ECTS

ADMM742 Administrative Reform and cultural development, 30h, 3 ECTS

ADMM748 Project Management, 30h, 3 ECTS

ADMM772 Art management, 30h, 3 ECTS

ADMM773 Management of the emotional investment in the arts, 30h, 3 ECTS

ADMM787 Advertising and Branding in Arts, 30h, 3 ECTS

ADMM925 Financial reporting and accounting standards, 30h, 3 ECTS

Extracurricular credit courses

ADMM452 Project: Development and management of project, 60h, 6 ECTS

ADMM763 Seminar: Addressing legal issues, 30h, 3 ECTS

ADMM774 Seminar: Management of art, 30h, 3 ECTS

ADMM775 Seminar: ADMM773 Management of the emotional investment in the arts, 30h, 3 ECTS

ADMM782 Individual course work: Administrative reform and cultural development, 30h

ADMM788 Individual course work: Advertising and Branding in Arts, 30h, 3 ECTS

ADMM945 Individual work: Financial reporting and accounting standards, 30h, 3 ECTS

Second Year, Third Semester

Basic courses

ADMM293 Psychology of public management, 30h, 3 ECTS

ADMM315 Management of public changes, 30h, 3 ECTS

ADMM540 Human Resource Management, 30h, 3 ECTS

ADMM745 Management of public cultural institutions, 30h, 3 ECTS

ADMM746 Management of private cultural institutions, 30h, 3 ECTS

ADMM749 Cultural development strategies, 30h, 3 ECTS

ADMM907 Registry, documents, archiving, 30h, 3 ECTS

Extracurricular credit courses

ADMM801 Cultural institution Internship, 150h, 15 ECTS