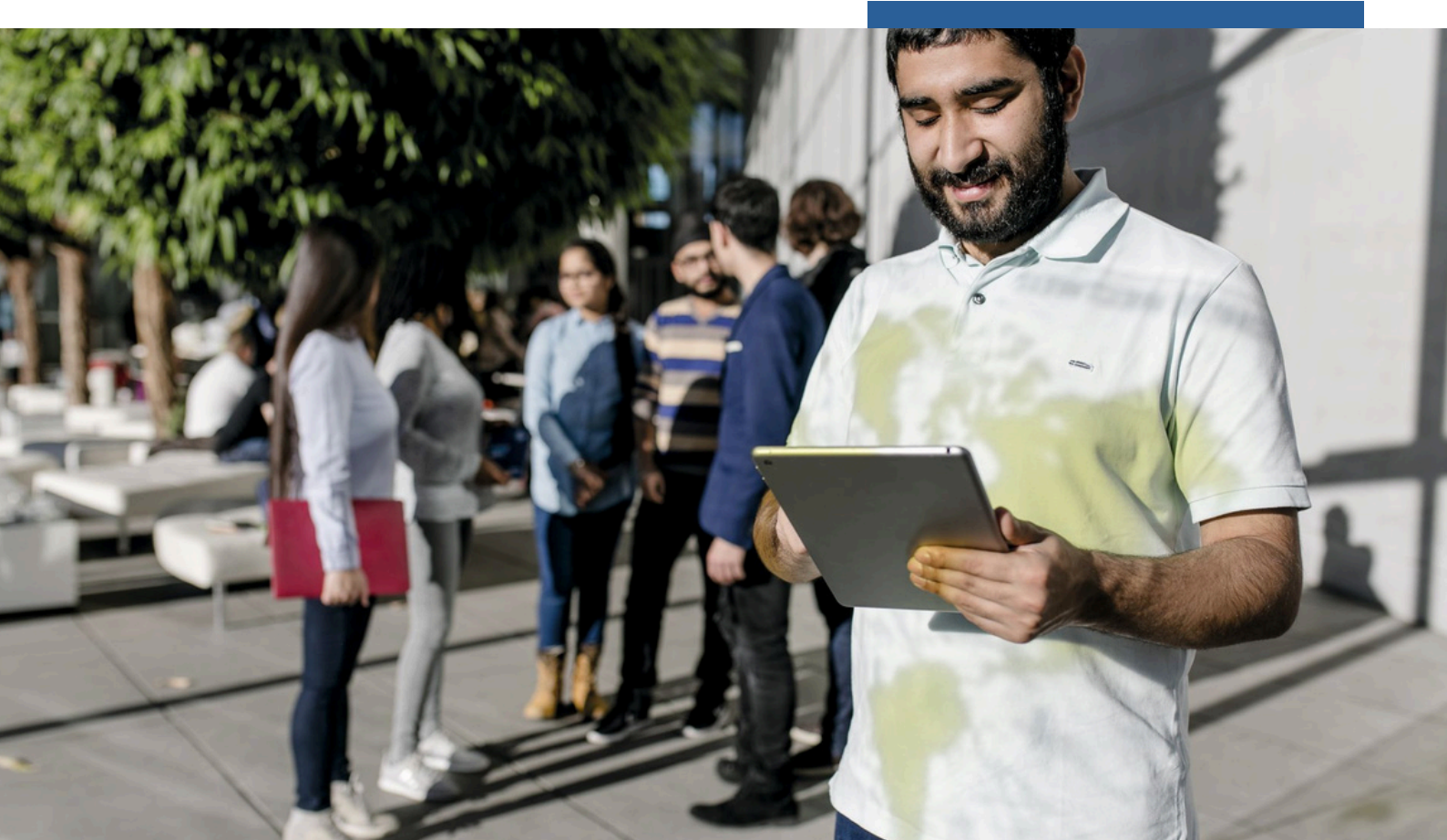



# INTERNATIONAL CULTURAL MANAGE- MENT IN TRANSITION



→ PROFESSIONAL SCHOOL



**LEUPHANA**  
UNIVERSITY LÜNEBURG



## Do you want to get fit for the challenges of today's professional world?

In the part-time, compact certificate programmes, you can expect an **interdisciplinary, cross-disciplinary course of study** that is precisely tailored to your needs and limited time.

DEAR PROSPECTIVE STUDENT,

thank you very much for your interest in our certificate programme International Cultural Management in Transition. The programme was developed in cooperation with the Goethe-Institut to respond to the challenges cultural managers are facing today in an ever changing environment. It is targeted at employees of cultural organisations in different countries who wish to improve in their profession regarding strategy building, entrepreneurship and audience development.

The classes and seminars of the course are distance-learning. Project work, international case studies and arts management practitioners provide a hands-on approach and give you the opportunity to bring in your own experiences and projects.

In this document, you receive some basic information about the programme, its goals, subjects and organisation. Further information on updates and events as well as our online application you find on our website.

You are welcome to arrange an individual consultation with us via our [appointment booking tool](#) or e-mail ([macuma.info@leuphana.de](mailto:macuma.info@leuphana.de)) to answer all questions regarding the programme.



**Sabine Engel**  
Study programme coordinator



**Christian Holst**  
Study programme coordinator



To the  
programme  
website



# TABLE OF CONTENTS

CONTENTS AND STRUCTURE



FORMS OF PARTICIPATION



APPLICATION AND ADMISSION



FEES AND FINANCING



# NEW PATHS FOR INTERNATIONAL CULTURAL MANAGEMENT IN TRANSITION

Worldwide, current transformation processes such as digitalisation and globalisation are impacting on cultural institutions and their work. By acquiring the two-semester, English-language **certificate programme International Cultural Management in Transition**, cultural professionals from around the world can qualify to deal with these new challenges.

Depending on their individual preference, students of the online distance-learning programme choose from module topics such as transformation processes, international partnerships, participative approaches and sustainable cultural management. The module topics of this certificate were developed by the Goethe-Institut.

## AT A GLANCE

|                        |   |
|------------------------|---|
| Degree                 | Certificate of Advanced Studies (CAS) or optionally a certificate of attendance   |
| Credit Points          | 15  |
| Length of study        | 1-2 semesters   |
| Language               | English   |
| Start date             | March   |
| Application deadline   | January 31st  |
| Costs                  | 2,560 Euro total plus the current semester fees of c. 210 Euro per Semester (Semester fees only apply if you decide to acquire ECTS)  |
| Admission requirements | Advanced English skills, a degree + at least two years' professional experience in the field of arts management or at least five years' professional experience for candidates without a degree |
| Programme Directors    | Prof. Dr. Sigrid Bekmeier-Feuerhahn, Prof. Dr. Volker Kirchberg   |

# FUTURE-ORIENTED QUALIFICATION

With this certificate, cultural professionals worldwide can prepare for the profound changes in the cultural landscape brought about by globalisation, digitalisation and social change. With a focus on topics such as international partnerships, sustainable cultural management and participatory approaches, the training provides essential skills for successfully managing cultural organisations and projects in a globalised and dynamic environment.



This qualification will open up new career prospects for you, as you will be able to strategically support transformation processes, promote intercultural cooperation and develop innovative solutions to current challenges. You will be able to apply your in-depth knowledge of international trends and best practices in your cultural institution, thus helping it to strengthen its relevance and resilience. You will develop your skills in a targeted way and become qualified to make an important contribution to sustainable and future-oriented cultural work. This will open up a wide range of career prospects for you in cultural institutions worldwide.

# COURSE OF STUDY

The certificate programme is offered every year and comprises a workload of 15 ECTS credits, which can be completed within two semesters. In total, you will complete three specialist modules which you can choose from 5 modules available. The certificate programme is delivered entirely online. The wide range of e-learning options and intensive student support guarantee a well-organised digital learning environment that is tailored to your needs. This allows you to optimally combine the courses with your professional activities.



**Would you like to view the semester schedule so you can compare it to your personal calendar?**

No problem, please contact us and we will send you the current plan.



Pre- and post-processing documents for the synchronous events as well as for your self-study are made available to you via our online learning platform. You can engage with your fellow students and teaching staff around the world in forum discussions, webinars and group work spaces and work with them on joint projects. The platform is also used to submit assessments and for preparing and revising classes.

# A WEALTH OF CULTURAL MANAGEMENT EXPERTISE

The Goethe-Institut has been offering training and networking programmes in cultural management worldwide to further qualify cultural professionals and to advance the development of cultural infrastructures since 2009. Typically, each Goethe-Institut programme is tailored to specific local needs and to the potentials of course participants. The Goethe-Institut considers all of its courses as reciprocal, mutual learning processes in which the participants are the experts in their fields. The global network of 157 institutes gives the Goethe-Institut close ties to local arts scenes. This international practical expertise is contributed to this certificate programme.



Due to our many years of experience in cultural management programmes and our global network, we can ensure the transfer of knowledge and practical skills in the Master programme Arts & Culture Management. We are very pleased to be able to offer this unique Master's degree programme.

Dr. THOMAS LIER, former Head of Cultural Education and Discourse at the Goethe-Institut

## PRACTICE ORIENTATION

Leuphana's scientists ensure in-depth scientific and conceptually sound further education. Representatives from the Goethe-Institut and cultural organisations from all over the world complement the programme and present the course content from a practical and international perspective. Case studies support the distinct practical orientation. We warmly invite you to discuss current issues and (sub-)projects from your professional life with your fellow students and lecturers during your studies. Kill two birds with one stone and apply the knowledge you have learned directly into your organisation.

# MODULES AND CONTENTS

Macuma F10 CULTURE & TRANSFORMATION (ELECTIVE MODULE, GOETHE-INSTITUT MODULE)

## **Current challenges of international cultural management**

- Globalisation
- Digitisation
- Cultural management and cultural managers in society and transformation processes

Macuma F11 CULTURE & COOPERATION (ELECTIVE MODULE, GOETHE-INSTITUT MODULE)

## **Collaborations and cultural partnerships**

- Theories of cooperation, instrumentality and value
- Understanding cooperation and coopetition
- Identifying partners

Macuma F12 PARTICIPATION, DIVERSITY & EMPOWERMENT (ELECTIVE MODULE, GOETHE-INSTITUT MODULE)

## **The societal role of cultural management**

- Key terminology and concepts of participation, empowerment and diversity
- Case studies on participatory/community arts/co-creation projects
- Cultural equity and how to achieve creative justice

Macuma F13 CULTURE & SUSTAINABILITY (ELECTIVE MODULE, GOETHE-INSTITUT MODULE)

## **Sustainable cultural management at an economic, social and ecological level**

- Environmental and social sustainability and the political framework for sustainability
- Concepts of culture and sustainable development
- Possible roles of culture and the cultural sector in sustainable development

Macuma F14 CULTURE & DIGITALITY (ELECTIVE MODULE, GOETHE-INSTITUT MODULE)

## **Conditions and effects of digital transformation processes on cultural production and reception**

- Develop a uniform understanding of the terms
- Basic technical concepts, concrete options, tools and modes of digitality
- How these can be applied and made beneficial in the cultural sector?
- How can cultural players give sense in the societal process of digital transformation?

# FORMS OF PARTICIPATION FOR YOUR FURTHER EDUCATION

If you successfully complete all the modules for the certificate with an examination, you will receive your university certificate at the end of the semester: the Certificate of Advanced Studies. This certificate attests to the acquisition of specialist knowledge at university Master's level and is worth a total of 15 credit points. However, you also have the option of waiving the exams without acquiring credit points. At the end of the course, you will then receive a certificate of attendance confirming your participation in the training programme.



If you decide to participate in the regular certificate programme, you will enrol as a student and can take advantage of benefits such as student discounts. If you choose the certificate participation option, you will only have to pay the tuition fees and no semester fees.



## APPLICATION AND ADMISSION

The certificate programme begins in March each year. You have until 31 January to submit your application digitally using our application tool.

To meet the admission requirements for the certificate programme, you need

- a university degree and at least two years of professional experience in the field of arts management OR at least five years of professional experience if no university degree is available
- advanced English language skills



To the  
application  
website



You must submit the following application documents with your online application by the deadline:

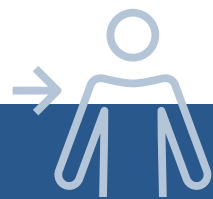
- Certified certificate of the university degree, if available
- Proof of English
- Proof of at least two years of professional experience (also voluntary or part-time) in the field of arts management OR at least five years of professional experience if no university degree is available

After you submit your application, we will review your documents and you will usually receive official notification in February. During the admission process, we will keep you informed of the individual steps and are always available to answer your questions.

It is also possible to take individual modules and to have them credited to the course at a later date, or to opt for the certificate participation. You can register for the modules, subject to availability, up until the start of the module in question.

At the beginning of your studies, you will receive all the information you need about the programme and have the opportunity to meet your fellow students and lecturers.

**Do you have all the documents you need?  
We look forward to receiving your application!**



Are you unsure whether you fulfil the admission requirements or whether your documents are sufficient? We will be happy to advise you!

# FEES AND FINANCING

The following fees apply for participation in the part-time Certificate International Cultural Management in Transition:

- Tuition fees: €2,560
- Plus semester fee: approx. €210 (per enrolled semester, not for the certificate participation option)

At the beginning of your studies, you determine the payment method in consultation with the coordinator. Instalment and special payments are possible. We will invoice you for the tuition fees based on the information you provide. The semester fee is charged in advance by the university during enrolment.

It is also possible to attend individual modules.



Due to the currently applicable legal regulations in Germany, you can claim costs related to your studies against tax. Please feel free to ask your tax advisor!



Studying is not only to your own advantage. Investing in your professional development can also be beneficial for your employer. A discussion with your superiors can provide clarity here. Some students negotiate individual financing models with their employers. These can vary from offers of support for flexible working hours to granting days off for study purposes or full financing of studies. We will be happy to issue the invoices for the tuition fees directly to your employer if they cover (a portion of) the costs.



Arrange a personal consultation appointment by email and get answers to your questions about student financing:  
[psfinanzierung@leuphana.de](mailto:psfinanzierung@leuphana.de)



Is it worth the financial investment in a part-time certificate programme? What costs can I expect and how can I best manage them? There are many questions regarding the financing of a part-time course of study.

Before you start your part-time studies at the Professional School, we recommend that you create an individual financing plan. It may also be worth looking at possible scholarships and grants.



Information on  
funding and  
financing



## CONTACT



### **Programme Coordinator**

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### **INDIVIDUAL COUNSELLING**

On campus, virtually via telephone or Zoom to evaluate whether the content of the programme meets your expectations. For a counselling session, please select an appointment in our [booking portal](#).

To the appointment  
booking



### **INFO DAY PART-TIME STUDY**

We regularly present the certificate at online [information days](#) of the Leuphana Professional School.

Dates and  
registration



### **DATES AND EVENTS**

You can find the latest dates for (online) info events on our [website](#) at any time.

Dates and  
registration

