LEUPHANA
UNIVERSITÄT LÜNEBURG

GOETHE INSTITUT

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MASTERS PROGRAMME
ARTS AND CULTURAL MANAGEMENT

Professional Masters programme

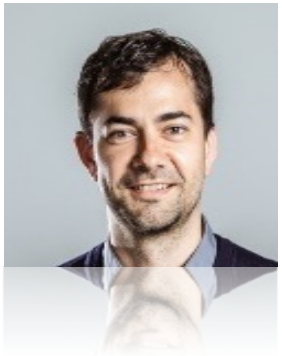
by the Leuphana Professional School and
the Goethe-Institut

TEAM

Leuphana Programme Directors

Prof. Dr. Sigrid Bekmeier-Feuerhahn

Prof. Dr. Volker Kirchberg



MACUMA staff

Christian Holst
Programme coordinator

Ann-Justine Drossel
Administration

Goethe-Institut Project Manager

Dr. Marguerite Rumpf

SOME FACTS AND FIGURES

Number of Students	138	Course variant		Age	
Female	74 %	90 CP	60 %	Median	32 yrs.
Male	25 %	60 CP	31 %	Min.	22 yrs.
Diverse	1 %	Certificate	9 %	Max.	58 yrs.

AGENDA

- Programme goals
- Concept
- Teachers
- Curriculum
- Career perspectives
- Programme organization
- Distance learning platform
- Costs
- Admission and application
- YOUR QUESTIONS

PROGRAMME GOALS

basic ideas

- dealing with fundamental social changes such as demographic change, digitisation and globalisation
- seeing arts and cultural management in an international context
- developing effective strategies to current challenges
- raising awareness of the societal role of cultural organizations

conceptual ideas

- Build up broad management competence
- Practice orientation
- Exchange of expertise
- Support networking on an international level

OUR CONCEPT

- **Target group = cultural practitioners all over the world**
  - with first academic degree
  - who want to take on managerial functions
  - who consider an academic career in the field of arts and cultural management
- **Course language = English**
- **Course set-up = (primarily) distance learning**
- **High flexibility**
- **Integrated case studies and practice projects**

SOME OF OUR TEACHERS

- **Prof. Dr. Dorit Kluge** – strong background in tourism, art history and cultural marketing, professor at the HWTK Berlin, University of Applied Sciences
- **Dr. Patrick Föhl –** Director of the Network for Cultural Consulting, international teaching and training in arts management
- **Dr. Steven Hadley –** Academic, consultant and researcher working internationally in arts management, cultural policy and audience engagement
- **Dr. Olga Kolokytha –** cultural projects manager and consultant around Europe, professor at the University of Vienna

CURRICULUM - INDIVIDUAL STUDY DESIGN

90 CP course

- 4 semesters
- 16 modules

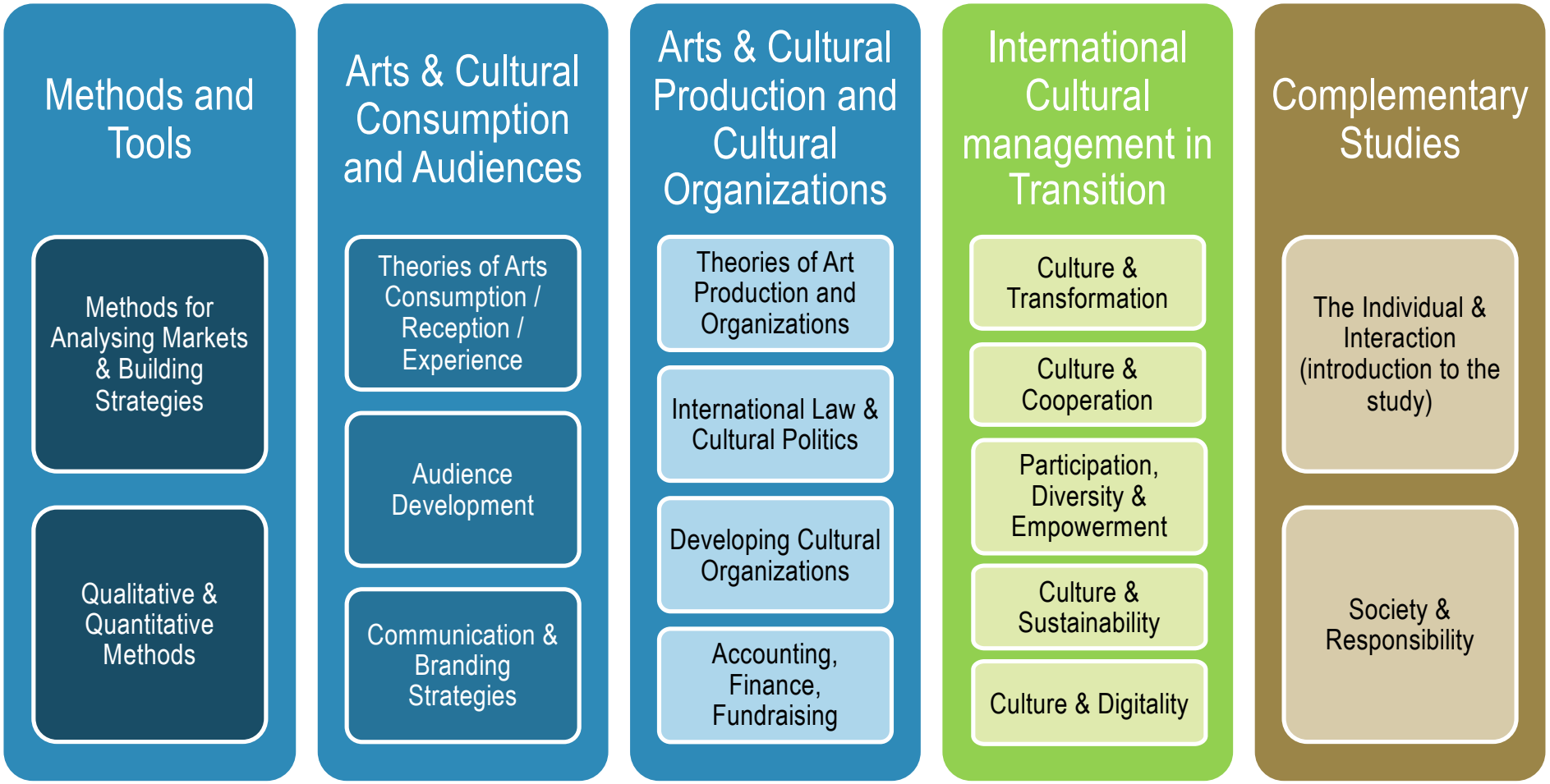
60 CP course

- 3 semesters
- 10 modules
- select 2 out of 8 mandatory elective modules

15 CP certificates

- 2-3 semesters
- 3 modules
- one focus

CURRICULUM - CONTENTS



PERSPECTIVES FOR THE MASTERS DEGREE

Graduates of the MACUMA Programme can …

- take on management roles in a range of culture sectors
- develop creative solutions for current and future challenges of COs
- develop and manage international cultural projects
- manage international audiences
- take on research in the field of cultural management
- teach arts and cultural management

PROGRAMME ORGANIZATION

Workload

- 25 h per CP
- 562,5 h workload per semester
- ca. 21 h per week

Learning group

- Max. 40 students per programme run
- Meet fellow students and teachers online
- Concept of exchange of expertise between students

PROGRAMME ORGANIZATION

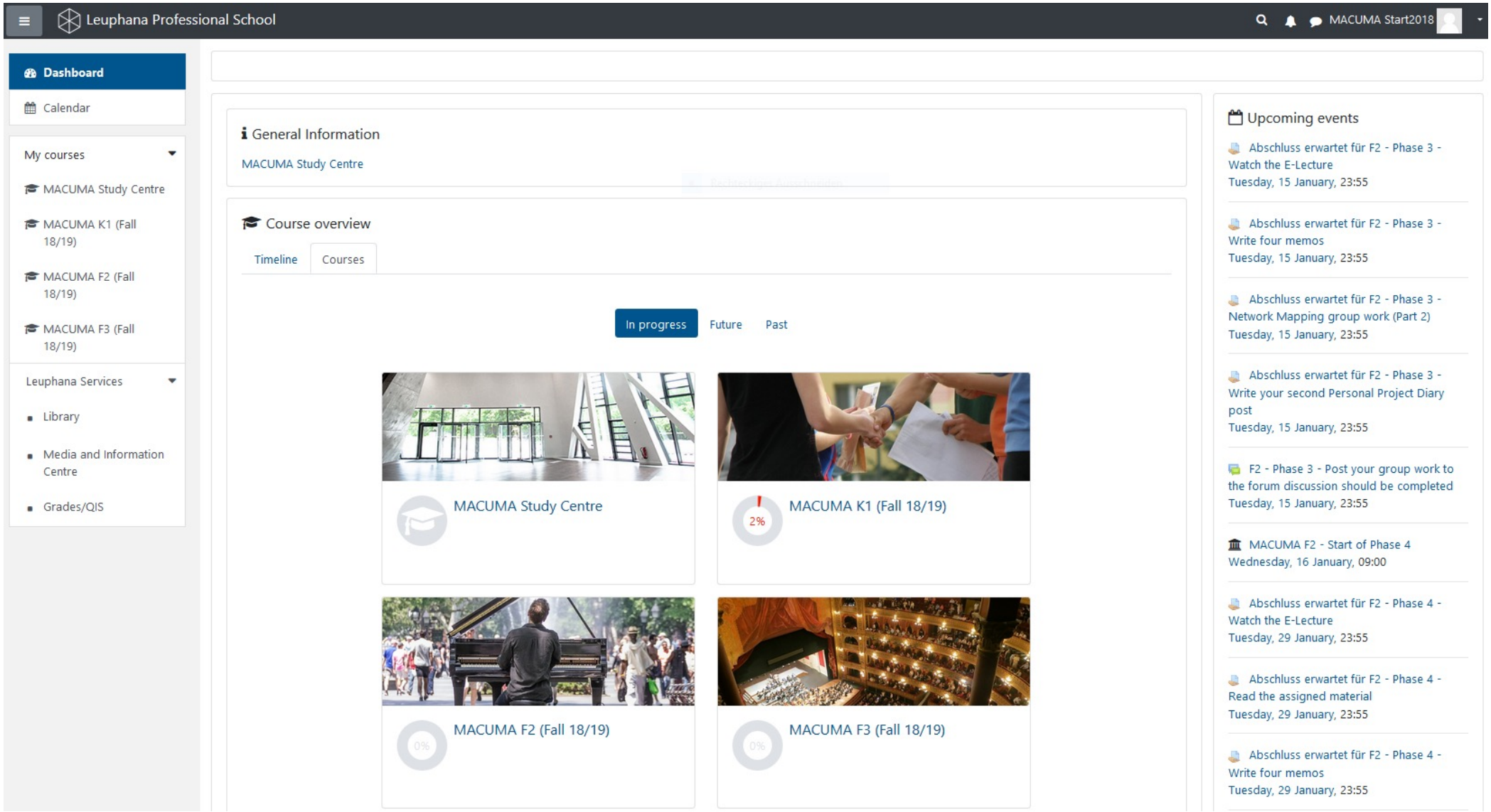
- **Assignments and assessment**
  - Individual and group projects
  - Assignments and portfolio assignments
  - Presentations (online and classroom)

- **Classroom sessions**
  - Two classroom sessions lasting one week each
  - First one online as introduction to study (20-24 Sep, 2021)
  - Second classroom session Sep 2022 in Lüneburg, Germany (meet students from the next run)

DISTANCE LEARNING PLATFORM

- Complete course organization online
- Features: live meetings, video lectures, discussion forums, online tests …
- Most assignments are delivered through the platform
- Classes are supported by an eTutor and mentor
- Classes start and are accessible for 8-10 weeks
- Classes build up on one after the other (max. 2 parallel classes)
- All required eBooks/eJournals are available on the platform

Distance learning platform



COSTS

- **Tuition fee**
  - in total 8’900 € (90CP) or 6’900 € (60CP)
  - notification per semester
  - payment on an instalment basis is possible (individual agreement)
  - Certificates: 2’450 € each

- **Semester fee**
  - For all federal universities in Lower Saxony ca. 200 € semi-annual

Contact our finance consultation service for individual advice!

ADMISSION AND APPLICATION

Prerequisites

- Min. 1 year of relevant work experience
- First undergrad. academic degree (min. BA)
- Advanced knowledge of English
- Motivational Letter

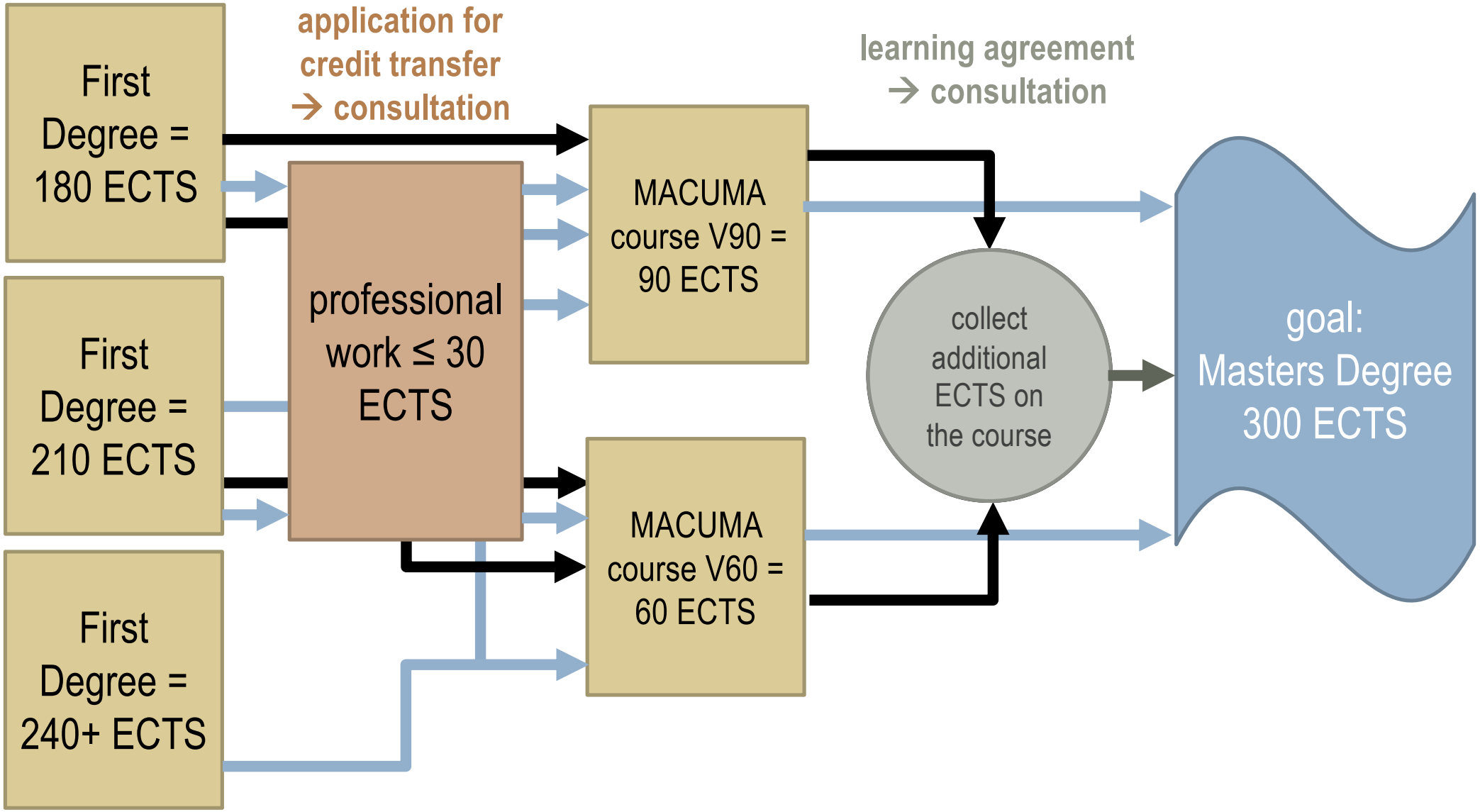
Application

- **Apply until May 31st 2021**
- Non-binding consultation & examination of your records
- Official admission via student registration office
- First e-mail in June - official answer letter until end of July

MACUMA IN A NUTSHELL

Seven reasons why you should apply for the program:

- Cutting-edge Curriculum
- Internationally renowned teachers
- Diverse student body
- Quality tested study program (accredited by FIBAA)
- Highly flexible and innovative online learning environment
- Personal support and consultation by the staff
- Reasonable tuition fees

Your Questions please!

300 ECTS FOR A MASTERS DEGREE