

The online course for cultural managers “MOOC - Managing the Arts” enters the second round

2016-03-18 Effective immediately, cultural managers and those interested in cultural work can register for the free online course “Managing the Arts - Cultural Organizations in Transition”. Chris Dercon, Director der Tate Modern Gallery London, will guide participants through video lectures specially produced for the course and through case studies of cultural institutions in Bangkok, Berlin, Budapest and Lagos. The international “Mentored Open Online Course” (MOOC) was jointly developed by the Goethe-Institut and the Leuphana University of Lüneburg as an interdisciplinary continuing training programme and was first successfully conducted in 2015.

The worldwide demand for qualified personnel in cultural institutions is great, yet the opportunities for training and advanced training in the area of cultural management are limited. The Goethe-Institut has responded to this situation with the online course “Managing the Arts: Cultural Organizations in Transition”, developed in cooperation with the Leuphana University of Lüneburg. Between 17 March and 13 April, cultural workers, artists and students from around the world can register for the course free of charge. Beginning on 14 April, Chris Dercon then will guide participants through the various phases of the three-month course. Up to 1,000 participants will have the opportunity to work in small mentored groups and, upon successful completion of the course, to receive a certificate of credit points (5 ECTS) recognized throughout Europe. In addition, up to 10,000 further participants can take part in the course on a flexible basis, for which they can receive a statement of accomplishment.

“Managing the Arts: Cultural Organizations in Transition” is a development of the 2015 online course “Managing the Arts: Marketing for Cultural Organizations”, in which more than 17,000 people from 176 countries took part. This pilot course won the European Comenius EduMedia Award in the category of “Digital Multimedia Product”. The present course takes up the question of how cultural institutions can make use of technological, cultural and economic processes of change for their own work.

The participants will work together in small interdisciplinary groups on four video case studies of international cultural institutions: the Centre for Contemporary Art in Lagos, the Trafó House of Contemporary Arts in Budapest, the Bangkok Art & Culture Centre and the HAU Hebbel am Ufer in Berlin. On-the-ground cultural managers will give reports in interviews about how they have been able to use digital transformations and changed funding and social structures for their own work.

The case studies are complemented by 75 video lectures given by international cultural studies scholars and speakers. These include Arjo Klammer of the Erasmus University of Rotterdam, Nishant Shah of the Leuphana University of Lüneburg, the Singaporean artist Ong Keng Sen and the British-Ghanaian cultural manager and curator Yemisi Mokuolu. All videos are subtitled in German, English and Arabic; the course language is English. Joachim Bernauer, Head of the Cultural Department of the Goethe-Institut, on the focus of this year's online course: "In our second MOOC for cultural management, we are particularly interested in extra-European perspectives: What can cultural work achieve in crisis regions? How do cultural institutions work in countries with low levels of public cultural funding?"

Interventions of experienced experts, a digital reader, live webinars and thematic bibliographies of related literature round off the course. Experienced mentors will provide individual support for the participants' work groups and give in-depth feedback on their work results.

The Digital School of the Leuphana University of Lüneburg has been implementing its concept of Mentored Open Online Courses in various online learning formats since 2012. The services of the Digital School are based on the collaborative, problem-based approach to learning and on the targeted supervision of participants. This fosters academic exchange within the learning community and an intensive learning experience for all concerned.

Those interested can register for the course at www.goethe.de/mooc

The Mentored Open Online Course "Managing the Arts: Cultural Organizations in Transition" is a project of the Goethe-Institut and the Digital School of the Leuphana University of Lüneburg. The project is sponsored by the Alumniportal Deutschland.

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