

# International Master Arts and Cultural Management launches second round of applications

2019-07-01 Lüneburg/Munich. The extra-occupational distance-education Master's programme in Arts and Cultural Management offered by Leuphana University of Lüneburg and the Goethe- Institut got off to a successful start in 2018 and will enter its second round in October 2019. The application-oriented, English-taught programme is aimed at culture managers from all over the world wishing to qualify for dealing with current and future challenges in cultural organisations. Applications for the 2019/2020 winter semester are now open until 31 July 2019.

Internationalisation, transformation, digitalisation and sustainability in cultural management are the main topics of the interdisciplinary course, which is mainly conducted online. In addition, students can expand their knowledge in the areas of entrepreneurship and audience development, as well as expand their own analysis and evaluation tools. The course pays particular attention to practical qualifications: International students put their specialist knowledge into practice by using case studies and project work.

Participants from over 20 countries are currently studying in the first year. For many students, the programme is a unique training opportunity that does not exist in their own countries. In the second semester, many use the knowledge they have acquired so far for their own projects and to further develop their companies. For others, the course is an opportunity to enter the cultural field.

Students can choose between a three-semester course with 60 credit points and a more comprehensive course with four semesters and 90 CPs. In both variants, students only have to travel to Lüneburg for two weeks of classroom attendance and otherwise study via a learning platform. In addition, they can study a total of three certificate programmes from the modules offered.

After two successful MOOCs, the programme is the third joint project offered conjointly by Leuphana and the Goethe-Institut. The Goethe-Institut contributes its extensive experience in international cultural management both to the development and the teaching of the programme.

The programme will start again from 7 to 11 October 2019 with an introductory week

on campus in Lüneburg.

Prospective students will have the opportunity to find out more about the Master's by coming to the Info Day on 6 July 2019 in Lüneburg or to arrange a personal consultation with course coordinator Dr. Nadine Ober-Heilig ([macuma@leuphana.de](mailto:macuma@leuphana.de), phone 04131.677-2534). In addition, an online information event will take place on 10 July 2019.

You will find all information relevant to the course of study and registration at [www.leuphana.de/macuma](http://www.leuphana.de/macuma) and [www.goethe.de/macuma](http://www.goethe.de/macuma).

The Master of Arts in Arts and Cultural Management is developed and offered in cooperation with the Professional School of Leuphana University of Lüneburg and the Goethe-Institut.

---

Datum: 2019-07-01

Autor: Henning Zühlsdorff

E-Mail: [henning.zuehlsdorff@leuphana.de](mailto:henning.zuehlsdorff@leuphana.de)