

cult

master of advanced studies
organizing committee

MASTER IN
CULTURAL MANAGEMENT

conservatorio

scuola universitaria di musica

FITZCARRALDO
FONDAZIONE



Master of Advanced Studies (MAS)

CULTURAL MANAGEMENT

*Re-skilling and empowering forward-thinking leaders
in the cultural and creative sectors*

SUPSI

Master of Advanced Studies (MAS)

CULTURAL MANAGEMENT

Re-skilling and empowering forward-thinking leaders in the cultural and creative sectors

The new edition of the *Master of Advanced Studies in Cultural Management (MAScult)* at the Conservatorio della Svizzera italiana (Lugano, Switzerland) is an executive programme for international professionals in culture, the arts, and the creative industries. At the intersection of Northern and Southern European countries, the *MAScult* offers a privileged position to understand the variety of western models of cultural management and culture-led urban innovation.

Based in Switzerland, it also promotes the understanding of the well-grounded Swiss tradition of public-private cultural cooperation.

Delivered online and in English, the *MAScult* allows participants to complete a re-skilling process by obtaining a master's degree while continuing to work. By focusing on three main drivers of growth – sustainability, innovation, and digitalisation – the curriculum expands theoretical understanding and professional knowledge in fields like cultural policy, strategy, audience engagement, fundraising, general and project management. With the scientific collaboration of Fondazione Fitzcarraldo (Turin, Italy), the *MAScult* involves an international faculty that will strengthen your knowledge of cultural management, advance your leadership development, and provide tactical insight for the best managerial approaches to lead your cultural organisation.

The *MAScult* comprises several *Certificates of Advanced Studies (CAS)* which are based on leading edge thinking, policy, and practice in the sector. Candidates can personalise their learning by benefiting from a highly supportive and interactive learning platform.

CALENDAR

Three *Certificates of Advanced Studies (CAS)*: February 2022 - June 2023

Final dissertation: October 2023 - January 2024

Each CAS consists of 8 modules, for a total of 84 hours of online lessons, every other week, with the following schedule:

- Thursdays and Fridays 3.30 pm to 7.00 pm;
- Saturdays 9.30 am to 1.00 pm.

FEES

The total cost of the *MAScult* is CHF 16'250. It includes:

- CHF 4'000 for each *Certificate of Advanced Studies*;
- CHF 4'250 for the final dissertation and the Masters certification, including orientation and tutoring.

CERTIFICATION

The *Master of Advanced Studies in Cultural Management* degree is awarded by the University of Music of the Conservatorio della Svizzera italiana, a state-recognised university school affiliated to the University of Applied Sciences and Arts of Southern Switzerland (SUPSI).

CURRICULUM

The Master degree is awarded upon completion of three CAS and a final dissertation, resulting in 60 ECTS. Each CAS requires a minimum of three years work experience and a good knowledge of the English language. Classes are limited to 25 participants selected internationally.

The MAScult 2022-23 programme includes:

Certificate of Advanced Studies (CAS)

CULTURAL POLICIES

Strategies, policies, and practices for sustainable development

from February to June 2022 – 15 ECTS

The *CAS in Cultural Policies* takes participants through a three-month journey to rethink their role as cultural professionals and lead their organisations towards change and sustainable development. Starting from the evolution of cultural policies in Europe and beyond, the *CAS in Cultural Policies* delves deep into topics such as public cultural policy and private investments, smart cities and culture-led urban regeneration, cultural planning, sustainability (Agenda 2030), and evaluation of cultural policies and projects.

Certificate of Advanced Studies (CAS)

AUDIENCE ENGAGEMENT

Empower people towards cultural participation

from October to December 2022 – 15 ECTS

The *CAS in Audience Engagement* explores the international debate on cultural participation. By investigating the most recent and innovative experiences to engage with audiences, this CAS offers methodologies and tools to support the creation of new audience strategies within your cultural organisation. The curriculum includes brand new learnings in European projects and international research in fields like cultural participation and democracy, decolonisation of culture, experimenting with prototypes for different audiences, design thinking.

Certificate of Advanced Studies (CAS)

CULTURAL MANAGEMENT

Strategic management for cultural organisations

from February to June 2023 – 15 ECTS

From the analysis of competitors to the assessment of the proper governance and long-term strategy for your cultural organisation, the *CAS in Cultural Management* provides candidates with a solid understanding of major principles and practices in management for the cultural and creative industries. The programme addresses topics such as economic and social sustainability, financing, new organisational models and leadership styles, as well as digital transformations and new operational and innovative project management tools.

FINAL DISSERTATION

from October 2023 to January 2024 – 15 ECTS

To finalise the *MAScult*, candidates have to complete and discuss a research project developed according to the candidate's professional interests and ambition, with the support of the faculty. Generally, candidates choose a subject within their organisation or the industry they know and want to work in. The final dissertation (which will be between 15'000 and 25'000 words) has to include the assessment of an initial context, the strategic and operational processes to reach stated goals, and final conclusions. Candidates have to attend an oral examination where they will present and discuss their work.



Master of Advanced Studies in Cultural Management

Carlo Ciceri

Head of Continuing Education

Chiara Tinonin

Programme Coordinator

Alberto Gulli

Programme Director (Fondazione Fitzcarraldo)

Simona Martini

Programme Coordinator (Fondazione Fitzcarraldo)

Conservatorio della Svizzera italiana
Via Soldino 9
CH-6900 Lugano

Phone +41 (0)91 960 30 44
mascult@conservatorio.ch
www.conservatorio.ch/mas-in-cultural-management