



MASTER IN
CULTURAL MANAGEMENT



conservatorio
scuola universitaria di musica



Certificate of Advanced Studies (CAS)

CULTURAL MANAGEMENT

Innovation in the arts and culture for sustainable change

SUPSI

Certificate of Advanced Studies (CAS)

CULTURAL MANAGEMENT

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Scientific Advisors: Ugo Bacchella & Alberto Gulli, Founders of Fondazione Fitzcarraldo (IT)

Culture, the arts, and creativity are at the core of contemporary society. Nowadays, cultural organisations play a significant role in building resilient communities, transforming people's lives, expanding a life-long learning approach, and generating innovation and growth. According to UNESCO, no development can be sustainable without a strong cultural component, and a dynamic cultural sector is fundamental to addressing the challenges of our time.

WHAT YOU WILL GET

In this context, the *Certificate of Advanced Studies (CAS) in Cultural Management* offers professionals in the cultural sector an opportunity to acquire the correct approach to manage cultural organisations within the high quest of innovation and continuous change of our everyday lives.

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

Participants have the opportunity to:

- develop a deeper understanding of strategic and general management in the cultural sector;
- get to know a broad range of practices all around Europe;
- connect to International experts and renowned professionals in the field;
- learn new methodologies and tools to embark into innovative projects for sustainable change.

The programme mainly focuses on the following areas:

- new business models in the arts and the creative industries;
- internal and external analysis (strategic management);
- stakeholder management process;
- budgeting and accounting;
- fundraising and philanthropy in the arts;
- design thinking applied to strategy;
- project cycle management (PCM);
- governance, team management and organisational change.

CERTIFICATION

The *Certificate of Advanced Studies in Cultural Management* degree is awarded by the University of Music of the Conservatorio della Svizzera italiana. The titles that it awards are recognised by the Federal Government according to the law (HEdA - September 30, 2011).

Combined with two other CAS plus a final thesis, this certification leads to the *Master of Advanced Studies in Cultural Management* degree (www.conservatorio.ch/mas-in-cultural-management).

STRUCTURE

Delivered in English, the course articulates six learning modules (online learning) and the workshop *Project Management LAB* (in-person learning, Lugano-Switzerland), with 84 hours of training sessions overall, from March 16 to June 24, 2023.

Each online learning module articulates three sessions of 3,5 hours, from Thursday to Saturday, every other week:

- Thursday and Friday 3.30 pm - 7.00 pm CET
- Saturday 9.30 am - 1.00 pm CET

The *Project Management LAB* is a full-time activity from 9.30 am to 5.30 pm CET.

Candidates have full access to a digital platform with an updated library and research material.

FACULTY

The *Certificate of Advanced Studies (CAS) in Cultural Management* is promoted by Conservatorio della Svizzera italiana (Lugano, Switzerland) with the scientific collaboration of Fondazione Fitzcarraldo (IT).

The course's Scientific Advisors are **Ugo Bacchella and Alberto Gulli - Founders of Fondazione Fitzcarraldo**. Amongst the many academics and experts involved, the faculty includes: Paolo Ferri, Director of GIOCA at Unibo (IT), Sarah Jean Benvenuti, Founder and Lead Consultant at Benvenuti Arts (USA), Andrea C. Lo Verso, Research Fellow Department of Management Unibo (IT), Macarena Cuenca Amigo, University of Deusto (ES), Giuliana Ciancio, Researcher and Cultural Manager (IT).

CURRICULUM

M1 Business models in the Arts and the Creative Industries	2 ECTS	March 16-17-18, 2023
M2 Stakeholder Management	2 ECTS	March 30-31, April 1, 2023
M3 Fundamentals of Accounting and Budgeting in the Arts and Culture	2 ECTS	April 27-28-29, 2023
M4 Introduction to Strategic Management	2 ECTS	May 11-12-13, 2023
M5 Fundraising	2 ECTS	May 25-26-27, 2023
M6 Organisational Structure and Human Resources Management	2 ECTS	June 8-9-10, 2023
M7 Project Management LAB (including Final Test)	3 ECTS	June 22-23-24, 2023

FEES

The total cost of the course is **CHF 4'000**. It includes:

- CHF 2'750 (enrolment fee plus first payment) at the confirmation of enrolment;
- CHF 1'250 (second payment plus exam fee and certification) in June 2023.

APPLICATION

Application deadline: **Friday February 24, 2023**.

ADMISSION PROCEDURES

Minimum of three years work experience, good knowledge of the English language.

Candidates are invited to submit their application by filling an online form at www.conservatorio.ch.

The number of students in this class is limited to 25 (applications will be processed in order of appearance).

ASSESSMENT AND EVALUATION

Learning modules include lectures, seminars, team workshops, and mentoring sessions.

At the end of the programme, participants obtain certification upon passing an evaluation test. The course leads to the acquisition of **15 ECTS credits**. The certification is awarded once the costs have all been paid.



Chiara Tinonin

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Master of Advanced Studies in Cultural Management

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