

ARTS MANAGEMENT



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ba-arts-management](http://gold.ac.uk/ug/ba-arts-management)

Undergraduate

Goldsmiths
UNIVERSITY OF LONDON



OUR DEGREE

BA (Hons) Arts Management

3 years full-time
gold.ac.uk/ug/ba-arts-management

The arts and culture have never been more important to the global economy and society.

On this exciting programme, which reflects Goldsmiths' long established expertise in the arts, you'll learn how to manage, run or support the arts and creative organisations, from micro-businesses through to major international arts institutions. And you can potentially take a placement in London's thriving creative sector.

The degree will prepare you for a career in this fascinating area that covers a number of the creative industries: museums, galleries, theatres, dance, music, fashion, festivals, and film.

The degree is offered by the Institute of Cultural and Creative Entrepreneurship (ICCE), which has expertise in creating, managing and developing organisations across the creative industries. London is the perfect place to study arts management, as it is a global leader in the arts.

INDICATIVE MODULES

In your first year you'll take compulsory modules that cover key aspects of arts management theory and professional practice. Alongside the compulsory modules you'll be able to choose two modules from a range of subjects across Goldsmiths, including Media and Communications, Theatre and Performance, and Computing, as well as from ICCE. Finally, you'll be able to be part of Synapse, a programme that is designed to develop your entrepreneurial skills.

The second year of the degree will see you specialise further in core techniques of arts management, as well as developing your professional skills and your knowledge of key issues and debates in arts management. You'll also be able to choose two option modules from Goldsmiths departments that are affiliated with the programme.

Your final year focuses on your interests as both a researcher and practitioner, with a dissertation and practically focused research project. As with previous years, you will be able to choose two option modules from across a range of departments.

YEAR
01

Events Management
Introduction to Arts
and Cultural Theory
Culture and Society
Cultural Policy:
Contexts and Models

Two options from within ICCE,
or from a range of departments
at Goldsmiths
Synapse

YEAR
02

The Audience in Theory
and Practice
Principles of Arts Funding
Contemporary Arts
and Cultural Theory
Managing Arts Organisations and
Cultural Businesses

Professional Practice in
Arts Organisations and
Cultural Businesses
Two options from within ICCE,
or from a range of departments
at Goldsmiths
Synapse

YEAR
03

Professional Practice Project
Dissertation

Two options from within ICCE,
or from a range of departments
at Goldsmiths
Synapse

YOUR CAREER IN THE ARTS

With the wide range of skills you'll develop throughout the degree, you'll graduate with an excellent foundation of knowledge for a career in arts management, cultural policy and the creative industries, and will be able to tap into ICCE and Goldsmiths' networks of graduates in London, the UK and abroad.

Some of the organisations where ICCE graduates from its Masters programmes are employed:

Theatre/ Dance	Sadler's Wells, English National Ballet, The Place, Young Vic, Theatreworks Singapore, Donmar Warehouse, Royal Exchange Theatre, Lowry, Substation Singapore, China National Centre for the Performing Arts, The Esplanade Singapore, National Theatre
Cultural Heritage	Historic Royal Palaces, Dulwich Picture Gallery, China National Centre for the Performing Arts, British Council
Galleries/ Auction	British Museum, Science Museum, Victoria and Albert Museum, Christie's, Tate, Institute of Contemporary Arts (ICA), Vanja Gallery
Music	Royal Opera House, Sony Music, Royal College of Music, London Symphony Orchestra, Wigmore Hall, Ishibashi Memorial Hall, Ueno Gakuen in Tokyo, Cedar Rapids Opera Theatre USA, London Jazz Festival, Music Generation Laois Ireland, Youth Orchestras of San Antonio
Festivals	Hong Kong Arts Festival, Athens Biennale (Agora), Uijeongbu Music Theatre Festival, Hi Seoul Festival, Singapore Arts Festival
Organisations	EU Culture Programme Lithuania, JIYO in the state of Bihar India, G&A Communications Inc Barbados, La Escocesa Barcelona, TallWall Media, Alta Comunicaci3n Chile, Ministry of Culture, Sports and Tourism of Vietnam, Japanese Embassy France, UNESCO

You'll learn fundamental arts management skills, the tools to support creativity in the world's arts and cultural sectors, and you will also study important issues such as arts and cultural theory and cultural policy. The BA in Arts Management balances the theoretical and practical understandings that you will need for success. You'll also choose from a variety of option modules covering both theory and management practice in departments including Media and Communications, Music, Politics, and Theatre and Performance. In the compulsory modules you'll cover key arts management concepts such as:

- Defining art and culture
- How to fundraise
- Audience development
- Cultural policy
- Managing cultural businesses and organisations

The programme is taught with guest lectures from and opportunities to visit international, regional and London-based cultural organisations, so you'll gain direct experience of professional practice. You could also benefit from a work placement in, for example, audience development, fundraising or events management, or could run your own event.

With the wide range of skills you'll develop, you'll graduate understanding not only the practice within your chosen field, but also how it relates to the theory you've learned. So your career decisions - whichever part of the arts and cultural sector you graduate into - will be properly informed.



Explore your opportunities

Arts Council England

arts council.org.uk

Arts Professional

arts professional.co.uk

British Arts and Science
Festivals Association

arts festivals.co.uk

This degree is run by the Institute for Creative and Cultural Entrepreneurship (ICCE). The Institute delivers entrepreneurship, cultural management and policy education to the creative and cultural sectors, and supports research into new approaches to business, financial models and management in the creative economy. It delivers a range of academic programmes, and presents activities and events to promote an environment in which creative and cultural entrepreneurship can flourish.

ICCE has a strong track record in delivering teaching and in working with the cultural and creative sector. It has built on these strengths to become an innovative research and teaching institute. ICCE was created as an interdisciplinary unit with scholars representing sociology, international relations, economics, anthropology, management and entrepreneurship, as well as cultural policy and cultural diplomacy, working alongside specialists in

drama and theatre, film, arts management, fine art, fashion, tourism and museology. This reflects the realities of the creative, social and cultural sectors that play an increasingly important part in the economy of the UK and internationally.



Staff insight

Gerald Lidstone,
ICCE Director

“London is one of the most important cultural centres in the world, and our access to a diverse range of arts organisations is unrivalled. It’s an ideal place to learn about the significance of these creative industry sectors, and also how to run or even set up new companies and enterprises.”



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the degree at:
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The information in this booklet reflects the 2017-18 programme specifications and was correct at the time of print in June 2017. It is intended as a guide only and the information here is not intended to be binding. You can download the most up-to-date programme specifications from our degree pages by visiting gold.ac.uk/course-finder

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