

MA Arts Administration and Cultural Policy

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London**Final Award:** MA Arts Administration and Cultural Policy**Programme Name:** MA Arts Administration and Cultural Policy**Total credit value for programme:** 180**Name of Interim Exit Award(s):**

Postgraduate Certificate in Arts Administration and Cultural Policy

Postgraduate Diploma in Arts Administration and Cultural Policy

Duration of Programme: one year full-time, two years part-time**UCAS Code(s):** Not applicable**HECoS Code(s):** (100811) Creative Management**QAA Benchmark Group****FHEQ Level of Award:** Level 7**Programme accredited by:** Not applicable**Date Programme Specification last updated/approved:** October 2022**Home Department:** Institute for Creative and Cultural Entrepreneurship (ICCE)**Department(s) which will also be involved in teaching part of the programme:**

Theatre and Performance; Music

Programme overview

The educational aims of this programme are informed by Goldsmiths' and our partner institutions' declared focus on 'the study of creative, cultural and social processes'. Our collective approach is to develop arts administration as a creative discipline within arts organisations and to take a 'creative' approach to new models of theory and practice. This degree will be taught in partnership for certain pathways with the Music Department and The Department of Theatre and Performance and with key individuals and representative industry organisations in the cultural sector [See partners in learning]. This programme is designed to allow students to gain the knowledge and skills to operate effectively within the cultural sector in a diversity of roles. These will range from those in administration and management within arts organisations to those within the local, national and international cultural infrastructures. Students will be introduced to the specialist skills of the sector but will also be able to engage with wider cultural debates. They will be able to build on a historical and theoretical understanding of cultural and creative systems (from a number of countries) and organisations to inform innovative practice in areas such as strategic

planning, programming, audience development, fundraising, intercultural work, cultural leadership, arts education, copyright, cultural tourism, cultural relations, regeneration and diplomacy and cultural identity. All management and policy approaches on the programme start with creative arts and potential audiences. The programme with the study of specific modules is appropriate for those wanting to develop an entrepreneurial or as in many cases intrapreneurial approaches to their career.

Programme entry requirements

This Masters Programme is aimed at graduates and those already working within creative and cultural industries. Students should either have an undergraduate degree in the social sciences or humanities: including the creative areas of drama, dance, music, visual arts, film, video or media, or in an area of design as well as economics and cultural studies. It is likely that candidates will have an interest in developing an entrepreneurial approach to their own practice or that of colleagues (as part of a team), or an interest in developing the creative and cultural industries infrastructure of a town/city/region. A 2:1 class honours degree or its equivalent in a relevant discipline (outlined above) is normally required. Non-native speakers of English will have to achieve a score of IELTS (6.5) and will be encouraged while studying to use the resources of the English Language Centre. Interviews will be undertaken in person or by phone/online. Applications will be initially processed by the programme director to check for suitability to the programme and then passed to admissions tutors for the options in appropriate departments for invitation to interview. For those candidates where their application indicates a clear interdisciplinary between departments joint or sequential interviews may be required.

Programme learning outcomes

The aim of the programme is to offer you the opportunity to study and research the multiple intersections between Cultural Policy and its practice as Arts Administration through the lens of planning at national, regional, city and community contexts. The relationships between the areas listed above are complex and therefore the learning outcomes are created to allow students maximum choice in determining their specific areas they want to have knowledge of, broadly and in depth, and which skills they want to evidence for employment.

By completing the programme of studies, you will develop knowledge, critical understanding and skills to reflect and intervene in this trans-disciplinary area, through the opportunity to build on your own experiences and knowledge by reading, discussing, researching, and developing course work for the range of different modules that are part of the programme of studies.

This programme will produce a graduate who is knowledgeable and critical of theory and practice in the areas of cultural policy and practice, and an independent and creative learner sensitive to operating in multicultural contexts.

In order to obtain a full MA you must attend and pass all elements of the programme (180 credits), which includes the development of a substantial piece of individual research activity, the dissertation. Through the dissertation, you will contribute to knowledge and demonstrate critical thinking. While studying the range of areas above learning will be guided by further overarching thematics, including, disability, diversity, racial justice, inclusion and sustainability.

Students who successfully complete the Postgraduate Certificate in Arts Administration and Cultural Policy (60 CATS, at least 30 of which must be from core modules) will have demonstrated a developing competence in the areas below.

Students who successfully complete the Postgraduate Diploma in Arts Administration and Cultural Policy (120 CATS, at least 60 of which must be from core modules) will have demonstrated a developing competence in the areas below.

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate an informed critical understanding of the forms and formation of Cultural Policy in a number of countries - through both primary engagement with, as well as through writings about, cultural policy.	Cultural Policy and Practice
A2	Revise and shape their practices (as administrators, managers, practitioners, policy makers etc.) in response to contemporary and emerging developments in the cultural and creative industry sectors.	Cultural Policy and Practice Management and Professional Practice 1: Work Placement report Management and Professional

Code	Learning outcome	Taught by the following module(s)
		Practice 2: Business Planning for Arts Organisations
A3	Describe and explain the complex relationship between theory and practice within the development of cultural policy and its impact on cultural organisations in different cultural contexts	Cultural Policy and Practice
A4	Define, evaluate and account for contemporary administrative and management practice within arts organisations and their own potential professional practice in relation to them.	Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations Management and Professional Practice 1A: Culture of Management Report
A5	Identify the key interdisciplinary and cross sector elements that contribute to creating a physical and economic environment/infrastructure conducive to supporting and developing arts activity and more broadly the creative industries.	Management and Professional Practice 1: Work Placement report, Management and Professional Practice 2: Business Planning for Arts Organisations Management and Professional Practice 1A: Culture of Management Report
A6	Recognise and critically discuss the relationship between the Cultural Sector and that of the Creative Industries.	Cultural Policy and Practice

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Critically assess-the development of their administrative and management practice.	Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations Management and Professional Practice 1A: Culture of Management Report
B2	Identify, describe and analyse political, economic, social, technological, and legal contexts in relation to developing a cultural policy.	Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations
B3	Analyse and evaluate the inter-relationship and inter-dependence of cultural organisations in the state and/or commercial sectors.	Cultural Policy and Practice
B4	Demonstrate an understanding of how to conduct a critical review of existing literature and undertake an analysis of selected sources in the cultural policy field.	Cultural Policy and Practice

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Demonstrate an ability to analyse the key dimensions of cultural policy and practice at a micro and macro level.	Cultural Policy and Practice Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations Management and Professional Practice 1A: Culture of Management Report
C2	Apply a management structure, principals and planning skills to cultural projects and organisations.	Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations
C3	Demonstrate an understanding of different producing models of cultural organisations.	Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations
C4	Work effectively as a member of a team and/or as a leader in developing an administrative/management approach to a creative project or organisation.	Management and Professional Practice 1: Work Placement report

Transferable skills (Elements)

Code	Learning outcome	Taught by the following module(s)
D1	Employ effective communication skills.	Cultural Policy and Practice Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations
D2	Create a strategic plan for a cultural organisation.	Management and Professional Practice 2: Business Planning for Arts Organisations
D3	Develop and employ learning strategies for the ongoing acquisition of skills and knowledge and account for them.	Cultural Policy and Practice Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations
D4	Summarise arguments of varying degrees of complexity and to present summaries in written form, indicating key issues and priorities for more detailed consideration.	Cultural Policy and Practice
D5	Present systematically organised arguments orally to groups, and to defend them in critical discussion.	Cultural Policy and Practice Management and Professional Practice 2: Business Planning for Arts Organisations
D6	Design, conduct and deliver research independently and methodically to find an answer that is critical, accurate and authoritative, clearly communicating their assumptions and methodologies.	Cultural Policy and Practice Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations Management and Professional Practice 1A: Culture of Management Report

In addition to the above learning outcomes, students who successfully complete the MA in Arts Administration and Cultural Policy will be able, through their dissertation work, to:

1	Synthesise knowledge and skills previously gained throughout the programme and apply them to an in-depth study.
2	Communicate complex knowledge and ideas effectively, through the production of a self-formulated research project.
3	Reference and deploy an appropriate range of sources, both primary and secondary, textual and non-textual, which are used in the study of cultural policy and arts management and the wide range of methods that can be used to analyse, interpret and give value to them.
4	Demonstrate a critical engagement with the issues in one or more areas of cultural policy and practice.
5	Demonstrate an understanding of the trans-disciplinarity nature of the subject and how many areas of study and methodologies can contribute to the analysis of cultural policy and practice.

Mode of study

Methods

Goldsmiths recognises the importance of supporting student learning with high-quality teaching through a variety of mechanisms, lectures, seminars, workshops, group research projects with significant levels of individual tutorial support, particularly for dissertations. A significant amount of the learning will be delivered through group projects and activities; this is designed to develop students' individual communication skills and an experience similar to that of the workplace environment as most organisations in the sector work in task-based teams.

VLE (Virtual Learning Environment)

This MA has an extensive VLE resource for reference documents and group forum work. Peer learning is encouraged through interaction between VLE resources and group work.

Practitioners

Expertise is provided by departmental staff in all participating departments who are not only dedicated, experienced teachers but are also distinguished practitioners and researchers in their own right, working in national and international contexts. This programme also draws on a large pool of visiting practitioners, academics and those working in the cultural sector to provide a breadth of expertise and contact with current practice, both UK and internationally. [

Studying Arts Administration and Cultural Policy in London

The UK has a large cultural sector in both the state and commercial sectors. Many of these organisations, theatres, orchestras, arts centres and festivals are based in London, although the programme will also draw on relationships with creative organisations across the UK [in particular in Manchester]. These organisations provide a unique research and placement resource. In addition, there are also further subject specific resources within industry support organisations such as AMA Arts Marketing Association, The Agency and Engage as well as European resources through ENCATC [European Network of Cultural Administration Training Centres], AAAE [American Association of Arts Educators] in the USA and ANCER in Singapore.

International Perspective

Many students on the programme come from overseas making a valuable contribution to the learning environment by providing an international perspective on cultural policy and cultural and, creative issues from their respective countries. In addition, staff members have considerable expertise and experience of working and researching internationally in areas that are directly relevant to the programme.

Programme structure

Duration of programme of study:

- Full-time: One calendar year
- Part-time: Two calendar years

CPD: With progression to the full degree, the dissertation/portfolio taken within four calendar years. The Masters programme will contain four taught modules and a further dissertation component. Students will have a range of choices throughout the degree enabling them to design a pathway that is most relevant to both their academic and career ambitions. Whilst all students will take modules 1, 3 and 4 students can choose between options offered for their chosen pathway for module 2. Attendance is mandatory for all taught sections of the programme.

In order to obtain a full MA the students must pass all elements of the programme (180 credits). However, there are alternative intermediate exit awards.

Students who successfully complete 60 CATS, at least 30 of which must be from core modules, can obtain a Postgraduate Certificate in Arts Administration and Cultural Policy

Students who successfully complete 120 CATS, at least 60 of which must be from core modules, can obtain a Postgraduate Diploma in Arts Administration and Cultural Policy.

Degree Structure

- Cultural Policy and Practice (IC71110A) 30 Credits Term 1 [also a shared module]
- Management and Professional Practice 1 : Work placement (IC71112C) 30 Credits Term 2 & 3
- Management and Professional Practice 2 : Business Planning for Arts Organisations (IC71113A) 30 Credits Term 1,2 & 3
- Shared Modules (See appropriate codes below) 30 Credits Term 2 Chosen from [see below]
- Dissertation (IC71111A) 60 Credits Term 1, 2 & 3

The degree in PT mode you may progress from Year 1 to Year 2 with 60 credits. Which core and which option modules you chose for Year 1 and Year 2 will be determined by yourself and the programme convener at the start of the programme.

Please see below a list of option modules:

Modules for students on the Music pathway:

You may select ONE of the following modules:

Contemporary Ethnomusicology, Advanced Music Studies, Sound Agendas, Sources and Resources in the Digital Age, Music Management, New Directions in Popular Music Research, Popular Music and its Critics, Philosophies of Music.

Theatre and Performance: Contemporary African Theatre, Cultural Theory, Performance, Interdisciplinary Perspectives, Performance and Medicine, Radical Performance,

Contemporary London Theatre, Disability Theatre, Eastern European Theatre, Asian Theatre, Musicals in Adaptation, Corporeality, Embodiment, Alternative Spaces, World Shakespeare's.

Design: Enterprising Leadership: An Introduction to Leadership, Enterprise & Innovation Theory.

ICCE modules:

Entrepreneurial Modelling, Interpretation, Education & Communication in the Art Museum, Cultural Relations & Diplomacy II, Explorations, Culture, Tourism and Regeneration, Tourism in Asia, Creative Social Media, Contemporary Issues in Cultural Policy. Museums & Galleries as Creative Entrepreneurs. Museums & Galleries as Cultural Entrepreneurs

Full-time mode

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Cultural Policy and Practice	IC71110A	30	7	Compulsory	1
EITHER Management and Professional Practice 1 : Work placement	IC71112C	30	7	Optional	2 & 3
OR Management and Professional Practice 1A: Culture of Management Report	IC71112B	30	7	Optional	1, 2 & 3
Management and Professional Practice 2 : Business Planning for Arts Organisations	IC71113A	30	7	Compulsory	1, 2 & 3
Dissertation	IC71111A	60	7	Compulsory	1, 2 & 3
PLUS, one 30 CAT module selected from a range of interdisciplinary modules	Various	30	7	Optional See Above	2 & 3

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Any combination of 30 credit modules of those above 2 or 3 are recommended in year one and one or two plus the dissertation in year two		Normally 60 or 90 credits in year 1, 60 or 30 in term 2 Plus a dissertation 60	7	AS above	1-6

Academic year of study 3

Module Name	Module Code	Credits	Level	Module Type	Term

Part-time mode (where applicable) – keep same heading structure

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least twice a year either face-to-face, as part of a group and/or

electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, [the Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. [The Disability](#) and [Wellbeing Services](#) maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award scheme](#) and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Academic Skills Centre](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

It is intended that students completing this programme will seek employment primarily in two areas. Developing a career within cultural organisations in both the state and independent sectors from large building based venues to small scale specialist or touring organisations. Or contribute to the cultural support infrastructure from government at local, national or international level, or to independent cultural organisations operating in the same field including NGOs. Others may wish to work independently in a new or existing interdisciplinary organisation utilising their own 'expertise', 'consultancy' or 'knowledge'. It is understood that many careers will cross sectors and art-forms and students will be equipped to take advantage of this.

Partners in Learning

An indicative list - The Majority are used by MA Arts Administration and Cultural Policy, some by MA Creative and Cultural Entrepreneurship. There are also many others we call upon for specialist input. Personnel from all of the below have either taught or provided a placement in their organisation (in many cases both) on the programme, some for the last 8 years. Alumni also now work for a number of them: www.gold.ac.uk/icce/partnersinlearning/

Employability and potential career opportunities

The type of careers of the students is remarkably diverse, from managing orchestras [Chineke] to Deputy Director of Dulwich Picture Gallery to composing award winning music for the American Space Programme to a programme officer for an international humanitarian organisation to individuals who have started their own policy research companies. This is where we celebrate these students through this website:

www.gold.ac.uk/icce/alumni-profiles In the future we hope to secure the resources to make this resource more comprehensive and reflect the full diversity of alumni. ICCE is a high user of the career service. For international students we find alumni especially useful for Asian students Alumni as key mentors.

As indicated above and in module profiles, students are involved to a high degree in determining areas of their study focus. A number are mature students with considerable work experience although often looking for a career reorientation. A current example would be a student who has a number of years working in development [fundraising] starting with

the idea of improving skills in this area but has now changed direction entirely and now works for the key national organisation developing the strategies for decolonising museums.

Please note the reference to entrepreneurship/intrapreneurship and reference to the module Management and Professional Practice 1 where students undertake a placement for up to three months PT or the module Management and Professional Practice 1A where through a different methodology, they again analyse the culture of management of different organisations. These experiences mean that they are sensitised to work culture and tend to do well in interview. A percentage will apply for further study at MA or PhD level, where we support applications and references. We have some experience of advising students for work overseas but also rely on our alumnus network for input.

Programme-specific requirements

The programme complies with Academic regulations. However, it should be noted that in what regards the part-time pathway of the programme, the following rules apply:

- The dissertation can only be submitted in Year 2.
- Part-time students must normally pass all assessments taken in Year One before proceeding to Year Two. The minimum number of modules to be able to progress to the second year is 2 in total 60 Credits.

Tuition fee costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at gold.ac.uk/programme-costs.

Specific programme costs

Not applicable.