

Programme Specification

1	Awarding body	University of London				
2	Teaching Institution	Birkbeck College				
3	Programme Title(s)	MA Arts Policy and Management				
4	Programme Code(s)	TMAAPLMN_C – MA Arts Policy and Management TPDAPLMN_C – PG Dip in Arts Management TPCAPLMN_C – PG Cert Arts Policy and Management				
5	UCAS code	N/A				
6	Home Department	Media and Cultural Studies				
7	Exit Award(s)	Postgraduate Diploma; Postgraduate Certificate				
8	Duration of Study (number of years)	MA - 1 year full-time or 2 years part-time PG Dip - 1 year full-time or 2 years part-time PG Cert - 1 year part-time only				
9	Mode of Study	FT	x	PT	x	DL
10	Level of Award (FHEQ)	Level: 7				
11	Other teaching depts or institution	N/A				
12	Professional, Statutory Regulatory Body(PSRB) details	N/A				
13	QAA Benchmark Group	N/A				

14	Programme Rationale & Aims
	<p>The postgraduate Arts Policy and Management programme incorporates a unique combination of 'professional development' and theoretical exploration, policy and management theory, cultural theory and planning. Students are provided with a solid basis concerning the entire sector via one core module: Understanding Arts Policy and Management, which engages with the historical and contemporary policy framework and practice in the UK, Europe and elsewhere and looks in-depth at the working practices among organisations in the arts sector. The MA programme offers specialist education in the following areas: Audiences, Curating, Digital Culture, Performing Arts, and Comparative Cultural Policies. All students choose from a variety of option modules that are most relevant to them and undertake modules specifically designed to provide a strong theoretical and professional focus.</p> <p>The main aims of the programme are to provide students with:</p> <ul style="list-style-type: none"> - An overview of conceptual and practical management, policy structures and systems in professional, third sector arts/ cultural organisations, paying some heed to the commercial arts sector (especially as it relates to the non-profit sector) - A historical overview of the growth of non-profit arts management, principally in the UK in Europe and beyond, and the current socio-political and economic context

	<ul style="list-style-type: none"> - An opportunity to examine the impact of structure and process on organisational effectiveness and to discuss significant trends in the arts and the management of the arts - An opportunity to examine theoretical context and professional practices as well as career trends in the cultural sector - Opportunities for acquiring and developing research skills - A clearly-structured modular curriculum in arts policy and management - An opportunity for the analysis of major trends and current debate in the field
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15	<p>Entry Criteria</p> <p>The programme will consider applicants that can demonstrate any of the following:</p> <ul style="list-style-type: none"> • a good honours degree in an arts subject • a good honours degree in any subject together with experience of administration/management in an arts/cultural organisation • three years' relevant experience, for example in a senior management role in an arts/cultural organisation. <p>For applicants whose first language is not English, an IELTS score of 7.0 overall (with no less than 6.5 in any of the subtests), or the TOEFL equivalent, is required.</p>
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16	<p>Learning Outcomes</p> <p>The main learning outcomes for the MA Arts Policy and Management programme are:</p> <ul style="list-style-type: none"> • A deeper understanding of the relevant theories of culture, cultural production and reproduction, both historically and within the contemporary context • A comprehensive understanding of the principles and practices that characterise the production, development and management of the arts • A critical understanding of the complexities of local, national and international policies on arts funding, development and promotion, and how these impact on artistic production <p>Students will also leave with increased:</p> <ul style="list-style-type: none"> • Capacity to think critically and to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences • Ability to act at a professional (or equivalent level), apply independent reflection and engage in experiential learning • Capacity to design and undertake independent research <p>Through the course, students will also have gained awareness of the significance of:</p> <ul style="list-style-type: none"> • The theories and principles relating to reflective and critical practice • Recognising, valuing, understanding and respecting diversity and equal opportunity perspectives and initiatives • The exercise of initiative and personal responsibility; when working collaboratively in groups or on one's own • Originality in the application of knowledge of the links between 'making', 'appraising' and managing Art • Self- and peer-assessment skills and recognition of the need for this and peer support
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	<ul style="list-style-type: none"> Personal development and improvement including decision-making in complex and unpredictable situations
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17	Learning, teaching and assessment methods
	<p>Learning and teaching methods will consist of a mix of the following methods: lectures, seminars, group projects, individual presentations and tutorials.</p> <p>Assessment for this course is done via coursework via a mix of the following methods: written work-related assignments of up to 5000 words, presentations of up to 20 minutes, special projects and a research dissertation/ independent study.</p>

18	Programme Description
	<p>To complete the MA in Arts Policy and Management, students must successfully complete modules worth a total of 180 credit points.</p> <p>Students will have to undertake the core module <i>Understanding Arts Policy and Management</i> (30 credits), the two further compulsory modules <i>Research Methods</i> and <i>Room at the top</i> and three option modules. They will complete their studies with a Dissertation.</p> <p>Students enrolled in the Postgraduate Diploma programme follow the same study trajectory as the MA students, but do not undertake the Dissertation.</p> <p>Students enrolled on the Postgraduate Certificate only undertake the core module and 1 option module.</p>

19	Programme Structure			
Full Time programme MA Arts Policy and Management – 1 year				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	ARMC251S7	Understanding Arts Policy and Management	30	Core
7		Optional Module	30	Option
7		Optional Module	30	Option
7		Optional Module	30	Option
7	FDAP019Z7	Research Methods in Media and Cultural Studies	0	Compulsory
7	ARMC242Z7	Room at the Top: Professional Practice in the Creative and Cultural Industries	0	Compulsory
7	ARMC223D7	Dissertation	60	Core
Part Time programme MA Arts Policy and Management – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	ARMC251S7	Understanding Arts Policy and Management	30	Core
7	FDAP019Z7	Research Methods in Media and Cultural Studies	0	Compulsory
7	ARMC242Z7	Room at the Top: Professional Practice in the Creative and Cultural Industries	0	Compulsory
7		Optional Module	30	Option

Year 2				
Level	Module Code	Module Title	Credits	Status*
7		Optional Module	30	Option
7		Optional Module	30	Option
7	ARMC223D7	Dissertation	60	Core
Full Time programme PG Dip in Arts Management – 1 year				
Level	Module Code	Module Title	Credits	Status
7		Understanding Arts Policy and Management	30	Core
7	FDAP019Z7	Research Methods in Media and Cultural Studies	0	Compulsory
7	ARMC242Z7	Room at the Top: Professional Practice in the Creative and Cultural Industries	0	Compulsory
7		Optional module	30	Option
7		Optional module	30	Option
7		Optional module	30	Option
Part Time programme PG Dip in Arts Management – 2 years				
Year 1				
Level	Module Code	Module Title	Credits	Status*
7	ARMC251S7	Understanding Arts Policy and Management	30	Core
7	FDAP019Z7	Research Methods in Media and Cultural Studies	0	Compulsory
7	ARMC242Z7	Room at the Top: Professional Practice in the Creative and Cultural Industries	0	Compulsory
7		Optional module	30	Option
Year 2				
Level	Module Code	Module Title	Credits	Status*
7		Optional module	30	Option
7		Optional module	30	Option
PG Cert Arts Policy and Management				
Level	Module Code	Module Title	Credits	Status
7		Understanding Arts Policy and Management	30	Core
7	FDAP019Z7	Research Methods in Media and Cultural Studies	0	Compulsory
7		Optional Module	30	Option
Indicative List of Optional Modules				
7	ARMC102S7	Audiences: Communities, Participation and Learning	30	Option
7	ARMC221S7	Comparative Cultural Policies	30	Option
7	ARMC054S7	Curating as Critical Practice	30	Option
7	ARMC268S7	Design User Experience	30	Option
7	ARMC222S7	Digital Culture	30	Option
7	ARMC224S7	Managing the Arts in the Digital Age	30	Option
7	AMRC097S7	Marketing: Strategies and Planning	30	Option
7	ARMC057S7	Managing the Performing Arts	30	Option
7	ARMC266S7	Media, Digitalisation and the City	30	Option

Year of entry: 2021/22

7	ARMC228S7	Transcultural Memory	30	Option
7	FDAP003S7	Arts Policy and Management Work Placement	30	Option

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

²⁰	Programme Director	Dr. Simone Wesner
²¹	Start Date (<i>term/year</i>)	Autumn 2001
²²	Date approved by TQEC	Spring 2001
²³	Date approved by Academic Board	Summer 2001
²⁴	Date(s) updated/amended	7 June 2021