

# INTERNATIONAL ARTS MANAGEMENT

## LEVEL OF COURSE UNIT

Bachelor

## LEARNING OUTCOMES OF COURSE UNIT

On an international level, both terms of “Arts Management” and “Cultural Management” are linked to the purpose of achieving aesthetic or artistic goals. The meaning of “international” has been object of several changes in the German Speaking countries: After the Second World war, “international” was mainly reduced to the USA and Europe. Postcolonial Studies, Cultural Studies and, recently, Festival Studies have advanced the concept of “international” to a global level, considering, for example, North-South-Relations and communities of low acceptance by the dominating countries. Examinations of “international programs” in European cultural enterprises still echo a preference of occidental art-forms, on their behalf, the US-American Cultural Industries have developed a strong presence on global markets. This situation is the starting point to analyze the importance of international arts management and the institutions involved with cross-border arts management.

International Arts Management focuses on dynamic processes such as cultural transfer and mutual impacts of worldwide aesthetic practices. The seminar connects developments of internationalization to institutional frameworks and cultural policies. Skills and competences for working within the international arts market are as well considered as differences in organizational policies and approaches in the international context.

Key aspects:

- the concept of ECoC and its impact on European identities beyond cultural tourism
- the impact of “world cultures” on the European identity
- arts institutions that serve as worldwide platforms for cultural transfer and international exchanges such as festivals; umbrella organizations and real time Networks – the advance of the digital age and its impact on international arts and cultural collaboration (digital community building, Glocalization)
- cross-border funding institutions, programs like artist in residency, international collaboration in creative practice, cross-border regulations and IP strategies
- Cultural policy strategies, impacts and outcomes in the international arena
- international trends of emerging cultures, strong consideration of the “peripheries”

## LANGUAGE OF INSTRUCTION

English

## NUMBER OF ECTS CREDITS ALLOCATED

4

## EVALUATION METHODS AND CRITERIA

written exam