

**INTENDED LEARNING OUTCOMES OF THE MASTER OF SCIENCE IN ECONOMICS AND MANAGEMENT
IN ARTS, CULTURE, MEDIA AND ENTERTAINMENT**

CORE AREA OF STUDY

Knowledge and Understanding

Graduates will acquire advanced knowledge related to:	Knowledge and Understanding will be achieved through the following courses:
<ul style="list-style-type: none"> – arts and cultural management topics, in particular: <ul style="list-style-type: none"> • strategy and governance in artistic, creative, media and tourism organizations (institutions and companies), as well as tools and techniques used to raise funds from private and public investors and the methodologies for raising awareness of governments in programming public policies supporting arts, culture and tourism • the principles of cultural mediation, as fundamental understanding of the relationship between actors who, within the same setting, play opposing roles 	<ul style="list-style-type: none"> – Management of cultural industries and institutions modules I + II – Cultural mediation
<ul style="list-style-type: none"> – topics regarding “business functions” in artistic, creative, media and tourism organizations (institutions and companies), in particular: <ul style="list-style-type: none"> • marketing policies and strategies for customer relation management • methodologies and techniques for performance measurement and control systems • theories, methods and tools for project and team management 	<ul style="list-style-type: none"> – Marketing and CRM in the arts – Performance measurement – Project and team management
<ul style="list-style-type: none"> – intellectual property legislation protecting artistic and cultural work 	<ul style="list-style-type: none"> – European and International advanced IP law
<ul style="list-style-type: none"> – statistical methods and tools for data processing and analysis to support decision making in companies and institutions in the artistic, creative (including media) and tourism industries 	<ul style="list-style-type: none"> – Quantitative methods for management

Applying Knowledge and Understanding	
<p>Graduates will be able to:</p>	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p>
<ul style="list-style-type: none"> – Apply acquired knowledge related to arts and cultural management topics, in order to: <ul style="list-style-type: none"> • understand and interpret the distinguishing features of organizations working in the market of artistic institutions, cultural industries, media and tourism industry and make the best strategic decisions for companies operating in these fields. • mediate needs of “creative” and “managerial” profiles 	<ul style="list-style-type: none"> – Management of cultural industries and institutions modules I+II – Cultural mediation
<ul style="list-style-type: none"> – Apply acquired knowledge regarding “business functions”, in order to: <ul style="list-style-type: none"> • work out demand and assess customer profiles regarding consumption of artistic, cultural and touristic services and apply marketing methodologies and tools for customer relationship management • design performance measurement and control systems and apply related measurement techniques • plan and manage the steps of a business project and coordinate the team involved 	<ul style="list-style-type: none"> – Marketing and CRM in the arts – Performance measurement – Project and team management
<ul style="list-style-type: none"> – assess constraints and opportunities in intellectual property legislation regarding artistic and cultural work 	<ul style="list-style-type: none"> – European and International advanced IP law
<ul style="list-style-type: none"> – apply, by using specific software, the suitable data processing statistical methods aimed at optimizing managerial decisions 	<ul style="list-style-type: none"> – Quantitative methods for management

CUSTOMIZED AND LINGUISTIC AREA OF STUDY

Knowledge and Understanding

Graduates will have acquired wide-ranging and in-depth knowledge related to one area of their choice out of: the art market; culture and cultural heritage; cities, tourism and events; media, performance arts and entertainment; fashion and design; as well as other knowledge of topics in specific areas, identified based on their interests and in line with the educational program.

Regarding languages, graduates will strengthen their knowledge in English (which is an entry requirement) in order to achieve, at least, a B2 business level; moreover they will acquire knowledge of a second EU language (Italian: at least level A2; other EU language among those listed in the University Guide: at least level B1 business. Italian is compulsory for non-Italian native speakers).

Applying Knowledge and Understanding

Graduates will be able to apply the methodologies acquired during the study program and use related practical tools; over time, they will be able to analyze and interpret the environmental context of reference for issues related to the areas of the study program and apply the logical methods acquired for tackling any new problems that may emerge during their professional lives.

Regarding languages, graduates will demonstrate abilities in English (written and oral comprehension and expression (at least post intermediate - business level) and abilities in another EU language (at least elementary level; the exit level depends on the language – Italian or other EU language – and on the student's entry level).

Making Judgements	Graduates will acquire the ability to integrate knowledge, manage complexity and make judgements even with partial information, including considerations and assessments regarding social responsibility and ethics related to the application of economics and managerial skills in the arts sector. In fact, only full awareness of the methods of cultural production leads to the appropriate implementation of suitable techniques and tools that facilitate their distribution and consumption in the markets of reference.
Communication	Graduates will acquire skills and tools appropriate for the management and transfer of information, both to specialists and non-specialists of the topic. In particular, they will be able to express themselves clearly and effectively in any setting. They will be able to make a presentation in public using the most modern IT tools, including developing highly complex multimedia presentations.
Lifelong Learning Skills	Graduates will acquire learning skills that allow them to be autonomous in updating and developing their knowledge and competences related to the main business functional areas in a professional context.