



ROME BUSINESS SCHOOL

Better Managers for a Better World

Master in Arts and Culture Management

October 2018 - October 2019





Master in Arts and Culture Management

October 2018 - October 2019

Contents

Accreditation.....	3	Learning Materials	16
Overview	4	Company visits	17
Target Recipients	4	General Learning Structure	18
Training Objectives.....	5	Course Language	18
Professional Outlets.....	5	Entry requirements.....	18
Course Contents	6	Participation fee.....	18
Attendance formulas	14	Studying in Rome.....	19
Registering In The Rome Business School's Alumni Association.....	15	Distance Learning with live lectures ...	20
Diploma	15	How to Apply	21
Teaching Techniques.....	15	Contacts.....	21
Internships And Career Service	16	Testimonials.....	22
World Class Teachers	16	Registration Form.....	23
		Contract Clauses	23



Master in Arts and Culture Management

October 2018 - October 2019

Accreditation



Italian Ministry of Education, University and Research

The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.



Italian Republic and Chamber of Commerce

The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver:
"Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".



European Union

The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.



ISO 9001:2008

The Rome Business School has obtained the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.



ASFOR

The Rome Business School is officially registered as a member of ASFOR. ASFOR is the Italian Association for Management Training, was founded in 1971 and, since then, its primary purpose has been to develop the Italian managerial culture and adapt it, by improving it, to the constant global social and economic changes.



European Council of Business Education

The Rome Business School is officially registered as a member of the European Council of Business Education. ECBE is an international not-for-profit educational organisation, committed to develop innovative programmes which will help students to develop the skills, knowledge and experience to succeed in today's dynamic global economy.



Master in Arts and Culture Management

October 2018 - October 2019

Overview

The Rome Business School's Master in Arts and Culture Management is an exclusive programme designed for motivated international participants aiming at getting world-class competencies and at developing a successful global career in the fields of arts and culture.

Attendees will receive advanced managerial expertise, anchored in the international context, thus becoming ready to excel as modern cultural managers and innovative leaders in the field of the creative industries.

This programme's quality teaching, its international internship opportunities and its career and networking services all contribute to make this Master's Degree the perfect fit for anyone who is looking to rise to the top in the world of arts and culture management.

Target Recipients

The Master in Arts and Culture Management is designed both for those who are seeking their first

exposure to the world of arts, culture, media and entertainment management, and for those who are already working in these environments, but intend to expand and update their knowledge.

Participants are typically:

- Graduates interested in leading and managing creative organizations operating in the performing arts (theatre, dance), heritage sector (museums, historic sites), and communication and entertainment (film, music, publishing, radio and television) industries
- Marketing and communication professionals who want to improve their knowledge in the arts and culture environment
- Managers working in a variety of professional environments who want to improve their skills in the creative industries
- Entrepreneurs who want to either start an activity related to the arts and culture or to increase their knowledge and to improve the results of their existing organizations.





Master in Arts and Culture Management

October 2018 - October 2019

Training Objectives

Upon completion of the programme, attendees will be able to:

- Understand the **characteristics and trends of the arts and culture market** and the **role played by the cultural manager**
- Recognize the **intersection of cultural management with other areas of political, economic and social concern**, such as national identity, cultural diversity, economic development, urban regeneration and heritage preservation
- Develop and apply effective **marketing and communication** strategies in the global environment of arts and culture, both for private and public/non-profit organizations
- Identify and manage the characteristics of the **main artistic and culture-related businesses and to develop effective managerial strategies**
- Develop and nurture **cultural brands**
- Master the use of **new technologies** within cultural organizations and the most advanced communication tools and channels
- Structure effective **managerial processes and functions** for cultural organizations
- Organize **fundraising** activities and **events** to support cultural initiatives
- Explore the impact of **legislation** on the cultural market
- Manage **financial dimensions** related to cultural activities in the global economy
- Develop a comprehensive **business plan** for arts and cultural ventures
- Understand and utilize **project management** techniques for culture-related managerial activities
- Evaluate and apply **leadership** models as tools for ethical and culturally-influenced decision-making

Professional Outlets

On completion of this Master, you will be able to work in arts, entertainment and cultural companies and institutions as:

- Cultural Manager
- Cultural Events Manager
- Marketing and Communications Manager
- Professional in Cultural institutions and both profit and non-profit Organizations
- Professional in organizations which, although not belonging to the culture system, intend to invest in national and supranational projects (sponsorships, patronages)
- Innovative leader, executive and entrepreneur in the international contemporary arts and culture environment
- Fundraising expert for cultural organizations
- Project manager in arts and cultural organizations





Master in Arts and Culture Management

October 2018 - October 2019

Course Contents

Managing Arts and Culture in the Global Era

This module will address a range of issues relevant to international cultural policy and practices, with a major emphasis on Italy and other European countries. The relationship between cultural production and policy will be discussed while dealing with issues like “what is culture” in different cultural, social contexts and countries. In general lines, the module will concentrate on cultural policy in relation to the performing arts while reference will be made to visual arts and the heritage sector.

The module is divided in three distinct sections:

- The cultural economy: markets for cultural organizations
- Cultural mapping: arts organizations and cultural institutions in context
- Enabling creativity: developing cultural projects and managing artistic processes

The core objectives of the module:

- Comprehend and analyse concepts like cultural economics, creative economy, urban regeneration, cultural heritage preservation
- Understand the connections between culture and economy: the role of culture in the economic development, the dynamics

of globalization, the relationship between culture and economic growth

- Be acquainted with the intersection of cultural management with other areas of political, economic and social concern and understand their forms of expression
- Comprehend the characteristics and trends of the arts and culture markets and the role played by the contemporary cultural managers

Marketing and Communications Strategy

This module introduces students to the communications and marketing requirements of arts and cultural institutions. Specifically, it is aimed at:

- Providing a complete picture of the contemporary approaches to the field
- Supplying the core knowledge and skills necessary to be an effective marketer in the arts and culture industries
- Providing an understanding of the similarities and differences in marketing arts and culture vs. more traditional applications, from strategy to implementation tactics
- Providing a framework for effective marketing and sales planning and strategy in the arts and culture environment
- Thoroughly covering the tactical side of marketing, including the effective implementation of marketing tools (focusing on the web and social media) and plans

Areas of study:

- Marketing and cultural enterprises: concepts and definitions
- Contemporary marketing practices (focus on new media)
- Consumer behaviour: motivation and main decision-making processes
- The marketing mix variables and their specificities within arts and cultural markets
- The experiential marketing approach for cultural industries
- The societal approach and the most recent marketing frontiers





Master in Arts and Culture Management

October 2018 - October 2019

Web Marketing

This module deals first with the general practicalities of creating a web presence for any organisation, then goes into some of the specific issues that may be encountered by a culture and arts entity while presenting itself online. It concludes with a series of case studies of prominent arts and culture organisations from which positives and negatives may be drawn, and proposes an online methodology to help audit the existing web presences of arts and culture organisations, and to indicate how such an organisation can plan and execute its own effective web presence.

Core objectives of the module:

- Interface with the public using the right channels, and the right materials
- Learn how to create and manage a website for promoting cultural businesses
- Define and identify the language and the peculiarities of the web medium
- Analyse the web growing opportunities in marketing and communication terms

Social Media Management

During this module, the students will learn how to grow a Social Media Marketing strategy oriented to growth and brand-awareness. They will see how social media must be set up, to help grow the business strategy, especially in the arts and culture



field, giving a close look to the international big players and different building strategies, according to well determined goals and market analysis. The students will also discover various and useful social media tools, for example blogs and websites, and their proper use.

Main objectives:

- Learn about social media management foundations and their roles
- Study various experiences and best social media practices for arts and culture
- Comprehend the correct use of various social media tools
- Learn how to grow a good social media marketing strategy

Creation of Cultural Organizations

This module will describe the world of start-ups, with a focus on the creative ones. Start-ups represent the initial phase in the building of a company and have an important pre-requisite: the ability to scale their growth. In fact, start-ups are born from an idea and then, through successive iterations, produce a mock-up of that idea from which is born a minimum viable product, which, eventually, will become a product. Creative start-ups are a subset of this general definition that applies to creative value propositions. In this course, each step of building a start-up will be examined, with a focus on creative value propositions.

Main objective of the course:

- Finding the “napkin” idea and turning it into a value proposition
- Laying out the business model canvas
- Defining the cost structure
- Finding key resources, key activities and key partners

Areas of study:

- The contemporary marketplace and its channels of distribution
- Classes of cultural organizations, in public and private sectors
- Customer segments and customer relationships



Master in Arts and Culture Management

October 2018 - October 2019



Career Services – Job Strategies

In this module, students will learn the latest techniques to find jobs efficiently and effectively. This lecture teaches you how to put together a job search strategy including cv/cover letter, social media online profile, and how to network within your industry. You will have a step-by-step action plan that will help you to get results fast.

Objectives

- Develop a job strategy plan
- Finding resources to enhance the overall job search with Social Media
- Take inventory of your online presence
- Create a CV/ Cover letter
- Seeking information about jobs in Arts Management
- Understand how to network with an elevator pitch

Fundraising and Crowdfunding in the Arts

This module presents a consolidated belief: that there is no fund raising without a deep and clear vision of the cultural company we represent and of the society we live in. Fund raising is a project that links these two worlds. Starting from this assumption, the lecture is rich of examples and exercises, and proposes practical methods ready to be applied.

Core objectives of the module:

- Understand and apply fundraising principles to the process of planning
- Broaden management skill set in fundraising
- Provide fundraising techniques and tools
- Acquire the knowledge of fundraising and sponsorship to support the financial goals of an arts organization
- Develop action plans to improve fundraising strategies and policy development and/or implementation

Business Planning

This module is designed in order to help students to acquire a comprehensive view of the planning tool par excellence, the business plan, through a guided demonstration of its composition, contents and numerous purposes, which make this tool profitably utilisable both in the life of a company and in the creation of a start-up. The module answers such questions as:

- What structure and what content must a business plan have?
- How is the organisational plan structured?
- How is the business plan structured?
- How must a project budget be structured?
- What paperwork should be attached?
- What information are the investors interested in?

Main areas of study:

- The Business Plan: introduction
- The Executive Summary
- The Company
- The Products/Services
- The Sector Analysis
- The Market Analysis
- The Marketing Strategy
- The Management Structure
- The Operational Plan
- The sector specific information
- The economic and financial forecasts
- The investment and funding sources plan



Master in Arts and Culture Management

October 2018 - October 2019

Organization and HR Management in the Arts

The aim of this module is to provide cultural managers with an advanced set of skills and competencies that will enable them to successfully manage people, teams and groups. At the end of this module, students will be able to understand of the various processes involved in Human Resource Management (HRM), enabling them to apply these concepts and skills as a manager who many have to employ or manage staff.

In addition, they will be able to apply these processes to the operation of an arts organization, comprehend the importance of applying the regulations pertaining to employees and contingent workers and understand the legal environment that affects the arts workplace.

Main areas of study:

- Management of human resources: approaches, trends and tools
- Job analysis and job description
- Recruitment & Selection
- Development: coaching, counselling, mentoring
- Training & Development
- Performance Management
- Health & Safety

Cultural Event Management

This module aims at giving you an overview of what it takes to create, manage and successfully bring to completion a cultural event: from creation, planning to realisation, monitoring, and concluding, based upon well-defined project management competencies and technical tools, team building capabilities and effective change management abilities. An image-rich and content-based lecture on cultural management it is going to be given to the students, driven upon wide experiences in the field of publishing, exhibition management, sponsorship development, private client advice, and wealth management. Practical advice on careers in all fields, utilizing visual culture as a means to an end, or an end in itself, will be offered, tailored to each student's needs and aptitudes.



Areas of study:

- Cultural events as an immersive experience
- Defining the life cycle of a cultural event: creation, activation, planning, execution, completion, evaluation
- The definition of the mission, vision, goals, financial, operational planning, and risk management
- Team building and staff management
- Building a brand identity
- Case studies analysis

Music Industry Management

The music industry management module prepares students to enter the current music production field as an effective professional within a landscape of fast evolving tools and techniques. This course teaches how to apply creative, leadership and management skills to both the commercial and artistic sides of the music industry.

Core objectives:

- Learn about the music industry and its historic evolution
- Understand the new business patterns and concepts as: music & digital technologies
- Learn about the music production process and new tendencies in the industry
- Understand the development of the music industry today: new rules for the new game, new marketing strategies

Main areas of study:



Master in Arts and Culture Management

October 2018 - October 2019

- The recording industry: history and evolution, the marketplace
- The business of music production: major and indie label structure charts, the record deals, music editions, new business models
- New marketing strategies: marketing plan, promotion, distribution (physical and digital, new media; digital music retailing: downloading vs streaming; evolution and change of the 5.1 enjoyment of music)

Performing Arts Management

Upon completion of this course, students will demonstrate their ability to understand the main economic challenges in Performing Arts field and to assess properly the feasibility of a project in order to make decisions that are economically, legally and artistically relevant.

Main objectives:

- Understand the economic context of the performing arts: the marketplace, the economic impact of artistic programming, the production process
- Discover new models of decision-making in the performing arts ecosystem
- Understand how to build and develop an international career in the performing arts management



Areas of study:

- Performing Arts & Cultural Policy
- The performing arts ecosystem
- Main features of performing arts
- Production and risk

Theatre and Show Business Management

This module prepares to create and manage organizational environments progressively favorable to the creation of theatre and show business art and its presentation to the audience. While attending the lectures, the students will gain the knowledge, skills, experience, and values necessary in order to enter the field at high levels of responsibility and to advance the state of management practice and the art form itself.

Core objectives:

- Understand the structure of the contemporary theatre and show business environment
- Comprehend the structure and governance of a theatre
- Learn about best ticketing policies and marketing strategies
- Learn about best management practices

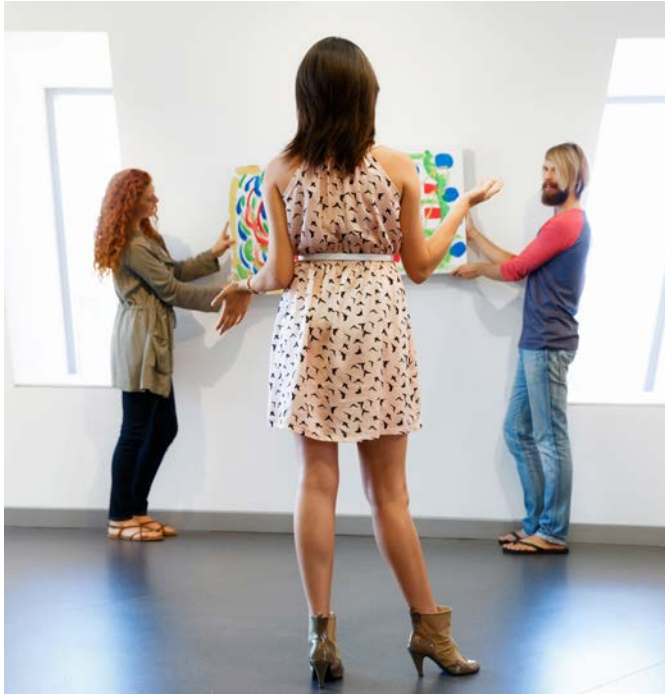
Areas of study:

- Cultural events and live performances: data mining, scenario, positioning, competition, benchmarking and trends, performances planning and contracting
- Promotion and communication: the artistic dossier and product development, pricing, budgeting and time to market, briefing and the advertising campaign, managing and developing business and customer database
- Sales, Marketing & Fundraising: ticketing systems and access to the product, distribution channels and customer segments: direct and intermediate, sales promotion, distribution networks and E-Commerce, partnerships and co-marketing activities, customer survey, loyalty and prospective customers strategy, audience development and building



Master in Arts and Culture Management

October 2018 - October 2019



Art Galleries

Art Gallery Management will introduce students to the commercial art-world and focus on how to open and run an art-gallery, in the contemporary challenging landscape.

Objectives:

- Learn how to manage an art gallery
- Understand the role and main attributions of the art gallery manager
- Comprehend how to manage a cultural event, within an art gallery, starting from the concept

Areas of study:

- The role of innovation in contemporary art forms
- Pop-up gallery: the new way to develop an art gallery
- Communication and gallery image development
- The evolution of the curatorial profession
- Case studies

Museum Management

The lecture will focus on museum management, a very broad theme that takes into account all aspects concerned with the organisation and administration of an art museum, with particular emphasis on: the role and importance of the foundations in the cultural environment, public service, mission, and social

responsibility, governance, sustainability and best practices.

Main objectives:

- Gain knowledge about the museum organisation management
- Understand the role and attributions of the museum manager
- Study the evolution of the curatorial profession, within a museum
- Learn about the role of museums in public education

Areas of study:

- Archives and collections management
- Best practices for museums
- Governance and sustainability
- Exhibition, design and new technologies

Filming & Fiction Industry

In this module you will have an overview of the film industry. Students will have a backstage glimpse on how to produce a film on a budget, the steps to market & distribute and how to overcome some obstacle while in production.

Objectives:

- Introduction to film industry
- Understanding the production and the steps of the making of a film production
- Understanding post production
- Overview of distribution
- Some practical aspects and challenges of the film industry from the initial concept to distribution
- Overview of modern distribution for independent productions

Web Series Management

The module aims at providing students with an introduction to the world of Internet videos, defining a web series, a viral video, and identifying the language and the peculiarities of the medium. Then, following a thematic path, the growing opportunities both in communication and commercial terms will be analysed. In particular, the discussions will be centred around the branded web series and their advantages for companies. Finally, we will explore the structure



Master in Arts and Culture Management

October 2018 - October 2019

and management linked to the implementation of a series for the web through an illustrative and entertaining journey through successful and emblematic case histories.

Objectives:

- Understand the web marketing world: internet videos, web series, viral video
- Define and identify the language and the peculiarities of the web medium
- Analyse the web growing opportunities in communication and commercial terms
- Understand the structure and management linked to the implementation of a series for the web through emblematic case studies

Areas of study:

- Video content on the web: numbers and opportunities
- What a web series is: characteristic features of the language related to this specific means
- The latest generation of viewers: differences between spectators and fans; fan funding
- How the relationship between spectator and audience is evolving.
- The interactivity of the web series as a product: possibilities, examples and successful case histories
- Branded Web series: the centralization of the consumer-spectator
- Fan funding and loyalty
- Various case studies

Artist Management for the Music Business

This module will explain the role and importance of the managers in the music business, and how they impact the career of the artists. During the course, it will also be studied the typical management contract and examined the business basics of setting and achieving goals, budget planning, target market analysis, branding, evaluating the strengths and weaknesses of an artist in the contemporary marketable scenery.



Objectives:

- Develop and implement key methods for success in artist management, whether you are interested in managing other artists or you are a self-managed artist
- Understand the importance of the contractual and financial aspects
- Develop capacities in order to identify and promote artists, at different stages of their careers
- Produce innovative, value-based strategic plans to increase the chances of success for the artists with whom you work
- Develop competencies in order to present concrete strategies to your artists to help accelerate their evolution

Main areas of study:

- Live performances: booking and promoting a show or tour, agents and promoters, merchandise and subsidiary income streams
- Songwriting: an overview of publishing, income and performance
- How to present an artist for a recording or publishing contract
- Final management advice from the industry frontline



Master in Arts and Culture Management

October 2018 - October 2019



The Online Art Marketing and New Business Opportunities

Online Art Marketing will further the knowledge acquired during the Art Gallery Management course, giving an outlook of the latest trends of the art-world and concentrate on the new possibilities offered by the internet-age.

Core objectives:

- Understand general concepts such as: organizational aspects and business models
- Learn about new perspectives over the online art marketing

Publishing Industry Management

This course prepares for a career in the challenging world of publishing, including the knowledge, skills and understanding in order to become a successful publisher in the cultural environment.

Objectives of the module:

- Comprehend general concepts, organizational aspects and business models
- Learn how to move from paper to webzine, from webzine to social, from social to paper
- Understand how to make journalism behind social

Areas of study:

- Publishing business plans
- Digital publishing awareness
- Critical approaches to problem solving

Education Industry Management –

This particular topic is designed in order to help the students, at the end of the course, to understand the importance of Education Management in the contemporary arts and culture landscape. Education management professionals can be found working in governmental agencies, private companies, and not-for-profit organizations, acting as researchers, policy-makers or advisors to help evaluate and develop ways to improve and enhance the educational system at large. During this module, the students will have the opportunity to understand the importance of the education manager in creating an effective learning and development environment, within cultural organizations.

Core objectives:

- Study how to design education and art projects, within cultural organizations
- Develop technical capacities in order to manage various education activities and events
- Learn how to combine problem solving and critical perspectives while exploring practical education management issues

Areas of study:

- Education economics and legislation
- Education programmes within cultural institutions
- Entrepreneurship in education
- Various case studies



Master in Arts and Culture Management

October 2018 - October 2019

Attendance formulas

This course may be attended in the following formulas:



ON CAMPUS

at the Rome Business School Rome headquarters.



DISTANCE LEARNING

through a cutting edge e-learning platform with live lectures and a great teacher-student interaction.

DIDACTIC OF EXCELLENCE

The Rome Business School's teachers are always highly selected international level trainers and managers from a plethora of operational and professional backgrounds; they are therefore able to bring a wealth of up-to-date experiences and competencies. The quality of training is recognized by the ISO 9001:2008 Certification obtained by the Rome Business School.

TUTORING

For both the on-campus and distance-learning formulas, attendees can always count on the assistance of a tutor for any clarification they may require and for the execution of the tests and exercises planned for each subject.

DOCUMENTATION

Attendees will be issued with a wealth of documentation, including slides, notes, study cases, articles, videos and useful links.



Master in Arts and Culture Management

October 2018 - October 2019

Learning Options

The Rome Business School's Master in Arts and Culture Management is taught in English and it can be attended with the following options:

ON CAMPUS

Full-time



ONLINE (LIVE)

Part-time



Feature Breakdown

	Full-time (on campus)	Part-time (online)
Lectures	4 days a week	2 days a week
Internship in USA, Dubai or Europe	✓	✗
Personal Tutoring	✓	✓
Supervision for final project work	✓	✓
CV Revision/Editing	✓	✓
Cover Letter Revision/Editing	✓	✓
Social Media Optimization	✓	✓
International Student Identity Card	✓	✓
Final Diploma	✓	✓
Didactic Materials	✓	✓
Accommodation support	✓	✗
Support for VISA application	✓	✗
Company visits	✓	✗
Seminars	✓	✗
Cultural Program	✓	✗
Italian Language Course	✓	✗
Workshops	✓	✗
Individual Career Coaching	✓	✗
In Company Projects	✓	✗
Grand Tour of Italy	optional	optional



Master in Arts and Culture Management

October 2018 - October 2019

Registering In The Rome Business School's Alumni Association

- Attendance in the Master in Arts and Culture Management course entitles to become part of the Rome Business School's Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences and projects. Many facilitations are also available for attending further training courses.

Diploma

- At the end of the course, attendees will be issued with the official diploma for the Master.

Teaching Techniques

The Rome Business School employs a wide array of teaching methods:

- Lectures
- Case study analysis
- Exercises
- Additional study materials
- Guest speakers
- Videos
- Company tours
- Complementary cultural initiatives

Students
from more
than
140
countries of
the world





Master in Arts and Culture Management

October 2018 - October 2019

Internships And Career Service

Attending this Master entitles to:

- Guaranteed internship opportunities in USA, Dubai or Europe
- Inclusion of your CV in the Rome Business School's database and its distribution to businesses, organizations and head hunters belonging to the Rome Business School's international network;
- A free CV review;
- Support in the management of job interviews;
- Networking meetings with international managers, professionals and business owners;
- A personalised search and flagging service for the best job opportunities.

94%
of our
students find
employment
within 6
months



World Class Teachers

- The Master faculty is made up of highly selected international professors, trainers and business managers, drawn from a variety of operational and professional fields and thus able to bring to the table a rich array of up-to-date experiences and competencies. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies truly useful for the attendees' professional development.

Learning Materials

- Students registered for the Master will be issued with a wealth of learning materials, including: slides, text books, case studies, articles, videos and useful internet links.



Master in Arts and Culture Management

October 2018 - October 2019

Guaranteed internships in USA, Dubai or Europe!

Gain unique international working experience in many influential cities of the world

The Master programme includes the opportunity to take part in guaranteed internship programmes in **Dubai, the USA** (New York, San Francisco, Boston, Miami, Los Angeles, etc.), or **Europe** (London, Dublin, Barcelona, Madrid, Paris, Berlin, Munich, Lisbon, Milan, Rome, etc.). The internships have a duration of at least two months and the students can express their preferences.

With some of the best business and employment opportunities, it's no surprise that these destinations attract expats from all corners of the world. If you're looking to work in a cosmopolitan and business-oriented city, this is the right opportunity for you. The internship opportunities offered by the Rome Business School will give you the chance to learn further management models and gain experience in the world's leading business cities.





Master in Arts and Culture Management

October 2018 - October 2019

Company visits

Students will have the chance to learn more about international companies, their organizational models, and working environments in order to acquire an understanding of the state-of-art knowledge conveyed by the guest speakers, and getting a chance to socialize with senior executives in the business field. Through these activities, our students have the opportunity to widen their horizons and build international networks.





Master in Arts and Culture Management

October 2018 - October 2019

Grand Tour of Italy

The 'Grand Tour', that extended journey to Italy undertaken mainly by British but also French and German aristocrats in the eighteenth century, was a mandatory part of a young nobleman artistic and intellectual education, and each came back with a particular and personal view of the experience. Italy was seen as the cradle of Western civilisation, the source and home of all that was reckoned to be significant historically, aesthetically, politically, religiously and, above all, for collecting: antique sculpture, Old Master paintings, furniture, textiles, jewellery, contemporary sculpture and painting.



Venice

- Peggy Guggenheim Collection
- Punta della Dogana / Palazzo Grassi
- Fondazione Bevilacqua la Masa



Rome

- La Galleria Nazionale
- American Academy
- Galleria Colonna



Milan

- Hangar Bicocca
- Triennale Design Museum
- Camera Nazionale della Moda
- Teatro la Scala



Naples

- Guided tour at Cappella San Severo
- Museo Capodimonte
- Studio visit Antonio Biasiucci Photographer



Florence

- Galleria degli Uffizi
- Galleria Tornabuoni
- Palazzo Strozzi

What's included

Duration: 1 week

Cities: Venice, Milan, Florence, Rome, Naples

Activities: Cultural-business visits, networking meetings, cultural tours

Benefits: Transportation, accommodation, project manager.

**the Grand Tour of Italy is optional and not included in the participation fee*



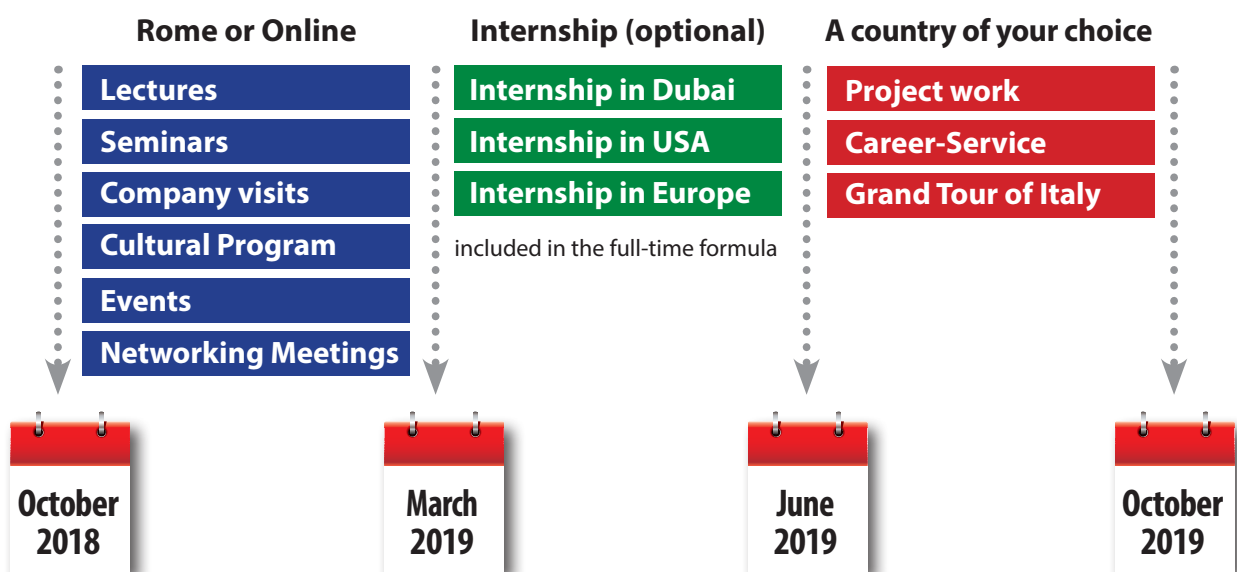
Master in Arts and Culture Management

October 2018 - October 2019

General Learning Structure

The course is structured in:

- Lectures (Full-time or Part-time)
- 1 company visit per week
- Cultural program
- Final project work
- Internship in USA, Dubai or Europe
- Grand Tour of Italy



Course Language

The Master is taught in English.



Entry requirements

All applicants must have:

- A three-year degree (or be near completion)
- Demonstrate a good English proficiency

In order to ensure a high quality training course, classes consist of a limited number of attendees (for both the on-campus and online options).

Participation fee

Full-time (on campus) option: € 12.000

Part-time (online) option: € 6.500



Master in Arts and Culture Management

October 2018 - October 2019

Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience. If you decide to study in Rome, you will have the opportunity to live the beauty it offers; this is also thanks to a special programme aimed at enhancing your business creativity and innovation through the stimuli of art.

By bringing together people, cultures, and inspirational ideas from around the world, the Rome Business School provides a new and unique educational experience.





Master in Arts and Culture Management

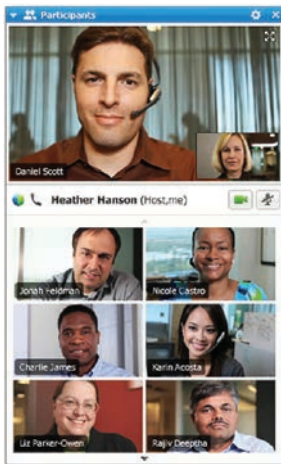
October 2018 - October 2019

Distance Learning with LIVE lectures

Innovative managerial training... live!

You will be able to attend the live lectures from the comfort of your home or anywhere you may choose, with the same learning effectiveness of the on-campus lectures.

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:



- Follow lectures with full video and audio
- Interact in real time in audio and video with the teacher and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want to

What will you need?

To get the most out of our lectures, you will need:

- A PC or mobile device with an internet connection
- An audio connection through PC or headphones/microphone
- A webcam (optional)

Excellent learning materials

- We will supply you with all the course's learning materials as for the on-campus option (books, text books, etc), and you will be able to study and exercise from the comfort of your own home, at your own pace.

A personal tutor at your disposal

- Besides the learning materials, you will benefit from the constant support of a Rome Business School tutor. The tutor will follow you through the whole course, will check your exercises and will be constantly at your disposal for any clarification and amplification.

Possibility of attending on-campus lectures

- Should you wish to, you are given the possibility to attend some of the on-campus course lectures, arranging your visit with our secretary's office in order to best suit your needs.

Learning assessment

- For each of the learning modules, you will be given a written evaluation in order to monitor your learning progress.

A forum dedicated to the sharing of experiences between students

- Through our dedicated online forum, you will be able to communicate and share experiences and ideas with other attendees of the Master's Degree course.

The same qualifications and certification as the on-campus course

- The distance learning option Master's Degree course entitles you to the same qualifications and career service as the on-campus course option.



Master in Arts and Culture Management

October 2018 - October 2019

How to Apply

Fill out your online application form at

<http://romebusinessschool.it/cultural-application-form/>

or Email your application to

admissions@romebusinessschool.it

This should include:

- your curriculum vitae
- a motivational letter indicating why you wish to enrol, your expectations and your professional objectives (no more than 200 words)
- your university transcripts,
- a copy of your Passport/ID
- any IELTS, TOEFL or similar certificates of proficiency in the English language (not compulsory)

Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required. Complete applications will then be considered by the Academic Selection Committee.

Interview (either in person or online)

All candidates selected by the academic selection committee must interview with a member of the Admission team, either in person or online via Skype/Webex.

Application outcome

We will notify you informally by email of your application outcome, and you will receive either an official offer notification with information on any outstanding conditions to complete, or an official rejection notification within one week.

CONTACTS

Rome Business School

Via degli Scialoja 18, 00196 Rome, Italy

Email: For general inquiry: info@romebusinessschool.it

For admissions: admissions@romebusinessschool.it

Tel.: +39 (0)6 40044672

Fax.: +39 (0)6 96708812

Website: www.RomeBusinessSchool.it

Facebook: www.facebook.com/RomeBusinessSchool



Master in Arts and Culture Management

October 2018 - October 2019

Testimonials



Katia Ingegneri (Italy)

The Rome Business School is not just a school but a big family, the care shown by the staff members and their willingness to help helped me have a good experience. Following the lectures and doing class presentations gave me confidence; I am now able to face a professional environment. This master course has given me the tools I needed to equip myself and start my journey to success



Sofia Anna Maria Caira (Belgium)

My experience has been really interesting; from the excellence of the classes to the quality of the teachers and of all those who work and collaborate in the school. It is a very, very interesting environment in which you can develop all the skills you need to succeed in your life.



Elzubair Khalid H.H. Salih (Sudan)

It was not only a series of academic lectures; it was a mix, I could say an all-in-one training cycle. A fantastic experience. The teaching and the professors, as well as the administration staff members, were very nice. I'm proud to have graduated from the Rome Business School!



Bobby Jacobs (India)

When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry's know-how. The school really produces better managers for a better future.



Nikole Kirsten (Denmark)

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in.

Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career.



Master in Arts and Culture Management

October 2018 - October 2019

Registration Form

To be faxed to +39 (0)6 96708812 or emailed to info@romebusinessschool.it

Course Title

Place and Date of Commencement

Participant: Surname Name

Address..... City.....

State..... Zip..... Country

Phone..... Fax Email

Qualification: ☐ Student ☐ Entrepreneur ☐ Manager ☐ Professional ☐ Freelancer ☐ Other

Only for registration as an employee:

Company billing information:

Company name

Address City.....

State..... Zip..... Country

VAT..... Tax Code

Point of Contact:

Surname Name.....

Phone Fax Email

PAYMENT (to be made at the time of enrollment)

Payment of Euro made by Bank transfer:

Bank account holder: Rome Business School

IBAN: IT15W0200805219000102125005

BIC/SWIFT: UNCRITM178L

Bank account number: 102125005

Bank name: UNICREDIT SpA

Bank address: Piazza Gimma, 14 - 00199 Roma, Italia

Promotional Code
(if available):

.....

CONTRACT CLAUSES

1 - COMPLETION OF REGISTRATION: Registration is considered complete upon receipt by the Rome Business School of this form, duly filled in and signed for acceptance, along with the payment.

2 - IMPOSSIBILITY TO PARTICIPATE: In case of impossibility to participate in the course, the Rome Business School will be authorized to charge the full amount and retain the amount already paid, subject to the possibility of the participant to enroll in another edition or another course of equal amount.

3 - WITHDRAWAL: In case of withdrawal of the participant from the course once it has already begun, the Rome Business School will be entitled to charge the entire fee and retain the amount already paid; the participant will retain the right to keep the educational materials distributed during the course.

4 - VISA REFUSAL: The tuition fee including any deposit is fully refundable if a student fails to, through no fault of his/her own, secure a visa less € 150 administrative charges. Refunds will not be made if the student is partially or wholly responsible for the visa being refused. For example if the student's visa is refused due to lack of funds, presenting forged documents, he/she will not be eligible for a refund. The student will not be eligible for a refund if student did

not apply for a visa. The applicant immediately inform Rome Business School about the visa refusal and must produce original refusal letter from the Italian Embassy. Processing period of refund will take a minimum of four weeks. Refund request more than six weeks after the visa refusal will not be considered. In line with money laundering laws any fee paid will only be refunded to the person who paid the fee, unless in exceptional cases in which the original payee can give authorization for the money to be deposited into another account. Students' attention is particularly drawn to the fact that where they fail to submit an application for a refund due to visa refusal 15 days prior to the Course Commencement Date, they will not qualify for a refund.

5 - EXCEPTIONAL CIRCUMSTANCES: In all other cases a refund will not be made except in the unlikely event that the programme is cancelled or in exceptional circumstances at the discretion of the school for example, a bereavement involving the student's immediate family.

6 - CHANGE OF PROGRAMME: For didactic and organizational reasons, the Rome Business School reserves the right to postpone scheduled classes and modify the programme and/or replace teachers. Any changes will be promptly communicated to the companies and participants.

7 - LIABILITY OF PARTICIPANTS: Participants in the courses/ Master's Degrees are personally responsible for any damage caused to the classrooms, equipment and other items in the rooms used by the Rome Business School. Participants are also required to abide by the internal regulations (signing registers, using computer equipment, etc.).

8 - PRIVACY: The processing of personal data is carried out by the Data Bank of the Rome Business School in compliance with the provisions of personal data protection laws. Your data will not be disclosed to third parties, and you may at any time request its erasure. Should you not wish to receive further communications about our activities, please tick this box ☐

9 - DISPUTES: In case of any dispute, the Court of Rome shall be competent, to the exclusion of any other Court.

date

Signature (with stamp if company/institution)

.....

