

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
LVIV NATIONAL ACADEMY OF ARTS

EDUCATIONAL PROGRAMME

The First Level of Higher Education

Speciality 028 'Management of Social and Cultural Activity'
Field of Studies 02 'Culture and Art'
Qualification Manager of social and cultural activity,
teacher of higher education

Approved by Academic Board
Head of Academic Board

V Odrekhivskyi / _____ /
(protocol ____ from « ____ » _____ 2017)

Educational programme comes into force from 2017

Rector V Odrekhivskyi / _____ /
(order ____ from « ____ » _____ 2017)

Profile of the programme

1 – General information

Higher educational institution, structural division	Lviv National Academy of Arts, Art Management Department
Educational qualification level	Bachelor of management of art, manager of social and cultural activity, teacher of higher education
Type of diploma and number of credits	Bachelor's Diploma 240 ECTS credits/ duration of programme 4 years
Accreditation	State license 1415Л from 10.06.2015
Cycle/level	FQ-EHEA – the 1 st cycle, QF-LLL – the 6 th level, NQF – the 6 th level/bachelor
Special requirements	Full secondary education
Language of tuition	Ukrainian, English
Duration of programme	to 2021
Internet site	http://lnam.edu.ua/

2 – Programme objective

To train a professional in the fields of management of social and cultural activity, ready to accomplish professional objectives, to expand existing knowledge; to apply certain concepts, theories and practical skills to solve theoretical and applied tasks.

3 – Programme description

Field of study (specialization and speciality)	02 'Culture and art' 028 'Management of social and cultural activity' Specialization: 'Art and management'
Orientation of programme	Planning, organization and management of social and cultural activity in all forms and functional area; artists, freelancers of organizations, enterprises, institutions for social and cultural services; international cultural cooperation; teaching
Main focus of programme and specialization	Optional components of fundamental and professional disciplines, theoretical disciplines in art management, art history and innovative practices in social and cultural activity.
Characteristic features of programme	Involvement in the International Academic Mobility Programme (one term). Optional component of the discipline of other specialization.

4 – Access to labour market and further studies

Access to labour market	Graduate of Management of social and cultural activity can hold primary positions in accordance with National Occupational Classification of Ukraine ДК 003:2010: 3476 Manager in the fields of culture and art 3479 Other specialists in the fields of culture and art 3474 Organizer of concerts and lectures 3474 Organizer of cultural and leisure activities 3340 Teacher in primary specialized art schools 3310 Organizer of cultural out-of-school activities for children
Further studies	Possibility to obtain Master's Degree in the related fields of study
5 – Teaching and evaluation	
Teaching and studying	Studying combines theoretical disciplines (analysis and synthesis), theoretical and practical disciplines (planning, motivation, organization and control in the field of art management). A significant component of studying is self-teaching and practices.
Evaluation	Cumulative grading system. Forms of semester assessment: current (theoretical disciplines – tests, seminars), intermediate (professional disciplines – end-of-term tests), final (theoretical – oral/written exams, practical – projects defence). Final certification: defence (presentation) of diploma thesis
6 – Programme competences	
Integral competence (IC)	Ability to solve specialized problems in the fields of management of social and cultural activity, to implement all management functions at the stage of social and cultural activity or during the process of studying , which involves the application of certain theories and methods of the relevant field of artistic management research, and is characterized by complexity and uncertainty of conditions.
General competences (GC)	<ol style="list-style-type: none"> 1. Ability to think abstractly, to analyze and synthesize. 2. Ability to understand cause and effect in the development of art management of social and cultural activity. 3. Ability to apply basic principles of history of art and culture and principles of the development of modern visual art in the professional activity. 4. Ability to apply economic principles of art management in the professional activity. 5. Ability to acquire modern knowledge and comprehension of the very subject and professional activity. 6. Ability to communicate with representatives of other professional groups of different levels and to work in international professional surroundings. 7. To be proficient in professional terminology of culture, art and management.
Professional competences (PC)	<ol style="list-style-type: none"> 1. Ability to analyze, to structure and find constructive solutions to questions of organization and management. 2. Ability to gain proficiency in modern theories and models of management. 3. Ability to critically understand the specificity and interconnection of cultural, social and economic processes. 4. To take into consideration economic, environmental, legal, political, sociological and technological aspects of cultural market formation.

	<ol style="list-style-type: none"> 5. To determine strategic priorities and to analyze local, regional, national and global features of social and cultural development. 6. To plan, to manage and control the implementation of tasks and decisions. 7. To develop social and cultural projects and to ensure their prompt implementation. 8. To determine and use appropriate professional tools for social and cultural projects' development and management. 9. To organize cooperation with different stakeholders in social and cultural development. 10. To determine and use sources of information in the sphere of social and cultural management. 11. To develop and implement modern forms of intercultural interaction provision. 12. To use modern methods of information processing for organization and management of social and cultural processes. 13. To introduce innovative ideas to create brand-new social and cultural goods and services. 14. To allocate powers and responsibilities based on their delegation. 15. To understand the importance and ways of ensuring corporate social responsibility. 16. To adhere to the rules of professional ethics in the process of solving social, cultural and economic problems. 17. To communicate in Ukrainian and foreign languages using appropriate subject-specific terminology. 18. To communicate effectively and to solve conflicts in professional activity. 19. Ability to protect intellectual property in works of fine and decorative arts. 20. Ability to use theoretical and methodological basis of pedagogy in higher education and to be proficient in teaching professional disciplines in higher educational institutions.
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7 – Programme studies results (PSR)

	<p>Studying results</p> <p><i>In the cognitive sphere:</i></p> <ol style="list-style-type: none"> 1. Ability to solve complex specialized tasks and practical problems in particular areas of professional activity or in the studying process, which involves application of certain theories and methods and is characterized with the complexity and uncertainty of conditions. 2. To apply basic knowledge in management, marketing and entrepreneurship of social and cultural activity, advertising, museology, culture policy and history of art and culture. 3. To be proficient in using innovation methods and technologies of work when making and implementing management project decisions. 4. To be proficient in using methods of planning and market research of culture product. 5. To carry out a pre-diploma analysis and conceptual substantiation of the topic of a diploma thesis, using theoretical knowledge and practical skills. 6. To solve creative tasks of management, design, planning, motivation and control in the sphere of art management based on the formation of professional competencies. 7. To search for information about the object of study; to be proficient in modern standards of research in the sphere of art management using informational and communication technologies. 8. To apply knowledge of history and art, culture, marketing, management, and creative economy in art management activity; research methods and foreign language skills for scientific and communication purposes. 9. To apply theoretical and methodological bases of pedagogy in higher education, to be proficient in methods of teaching professional disciplines in
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	<p>higher educational art institutions of II-IV accreditation levels.</p> <p>10. To promote and organize sales of cultural product, to organize social and cultural events at local, regional, national and international levels.</p> <p>11. To form organizational bases of culture policy, to develop and make proposals for improvement of legislation in the fields of social and cultural activity.</p> <p><i>In the psychomotor (activity) sphere:</i></p> <p>1.To define purpose, tasks and stages of art management, research and educational activity, to promote optimal social and psychological conditions for qualitative work performance.</p> <p>2.To take into consideration psychological peculiarities in the process of education , communication, professional activity and teaching of professional disciplines.</p> <p>3.To be aware of the importance of performing one’s part of teamwork; to determine priorities of a professional activity.</p> <p><i>In the value and motivational sphere:</i></p> <p>1.To build a high-quality and extensive system of communications, to present results of activities in the domestic and foreign professional environment.</p> <p>2. To analyze, to interpret processes and phenomena in social and cultural sphere as well as social development, to determine their functional and esthetic specificity in the communicative space.</p> <p>3. To be proficient in professional terminology, theory and methodology of management of social and cultural activity, marketing of social and cultural creative economy, culture policy.</p> <p>4. To be proficient in basic methods of promotion and organization of intellectual property protection.</p>
8 – Employee resourcing for programme implementation	
Personnel provision	<p>Programme is provided by highly qualified personnel. Most of them have extensive experience in educational, methodological, research and creative work, are honoured with state awards, obtain scientific degrees and are conferred on academic titles. Department teaching staff are:</p> <ol style="list-style-type: none"> 1) authors of tutorials and textbooks, analytical notes 2) participants in international and All-Ukrainian scientific, communication, educational, practical and art events and projects 3) organizers of social and cultural projects.
Material and technical support	<p>Studying process takes place in classrooms and a computer room. Some seminars take place in social and cultural institutions and establishments.</p> <p>Implementation of social and cultural projects and exhibitions take place in The Museum and The Gallery of LNAA</p>
Informational and educational support	<p>http://lnam.edu.ua/</p> <p>A complex of educational and methodological support is developed for each discipline.</p> <p>Funds of the department: diploma and course papers, methodical exhibitions in classrooms, library of the department.</p> <p>Library of the Department of Management</p> <p>Electronic Library of the Department of Art Management</p>
9 – Academic mobility	
National Credit Mobility (NCM)	Students can take part in National Academic Mobility programmes.
International Credit Mobility (ICM)	Students can study within the Erasmus, Erasmus +, Tempus-Tacis and other academic mobility programmes.
Foreign students’ training	Training of foreigners and stateless persons in accordance with accredited specialties MES Order 2323П from 11.06.2014

2. List of programme components

Code	Components of programme	Number of credits	Form of final evaluation
1	2	3	4
Compulsory components (CC)			
CC 1.	Philosophy	3	exam
CC 2.	Professionally-oriented foreign language	8	exam
CC 3.	Aesthetics	4	final test
CC 4.	Psychology, pedagogy	3	final test
CC 5.	Basics of scientific research	3	final test
CC 6.	Computer technology	6	exam
CC 7.	Culture studies	3	exam
CC 8.	Ethnology	4	exam
CC 9.	Imagemaking studies	3	final test
CC 10	Photography	3	final test
CC 11	History of world culture	7	exam
CC 12	History of Ukrainian fine art and architecture	7	exam
CC 13	History of foreign fine art and architecture	11	exam
CC 14	History of Ukrainian culture	9	exam
CC 15	Management of SCA	23	exam
CC 16	Marketing in social and cultural sphere	13	exam
CC 17	Entrepreneurship in SCS	5	final test
CC 18	Advertising in SCA	6	exam
CC 19	Economics of culture and arts	5	exam
CC 20	Museology	3	final test
CC 21	Tourism industry in SCS	3	exam
CC 22	Methods of teaching professional subjects	3	final test
CC 23	History of applied art	9	exam
CC 24	Theory and practice of collecting	3	final test
CC 25	Organization of exhibition exposition	3	exam
CC 26	Analysis of an art work	5	final test
CC 27	Art History of the XX-XXI cent.	3	exam
CC 28	Practical experience in culture studies	3	final test
CC 29	Practical experience in marketing	3	final test
CC 30	Practical experience in actualization of culture heritage	3	final test
CC 31	Pedagogical internship	3	final test
CC 32	Diploma thesis completion	10	defence
Total:		180	
Optional components (OC)			
OC 1.	Discipline of humanitarian training (catalogue attached)	3	final test
OC 2.	Discipline of humanitarian training (catalogue attached)	3	final test
OC 3.	Labour protection and civil defense / Forms and styles of performing art	3	final test
OC 4	Curatorship in art sphere / Rhetoric	3	final test
OC 5	Monuments studies and museum collection security / Religious Studies	3	final test
OC 6	Social and cultural activity / Publishing	3	final test
OC 7	History of the modern world / Oriental art / Culture in the development of world civilization	3	final test
OC 8	Art of provocation and provocation in art / Art of Central and Eastern Europe	3	final test
OC 9	Specialization in art management (in Ukrainian) /	3	exam

