


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

EDUCATIONAL AND PROFESSIONAL PROGRAMME

The Second Level of Higher Education

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

Approved by Academic Board
Head of Academic Board
V. Odrekhivskiy / _____ /
(protocol 7 from «20» 12 2017)
Educational programme comes into force from 2017
Rector V. Odrekhivskiy / _____ /
(order 768 from «28» 12 2017)



Lviv 2017

Profile of the programme

1 – General information

Higher educational institution, structural division	Lviv National Academy of Arts, Art Management Department
Educational qualification level	Master of management of art, manager and researcher of social and cultural activity, teacher of higher education
Type of diploma and number of credits	Master's Diploma 90 ECTS credits/ 18 months or 120 ECTS credits/ / 2 years
Accreditation	State license 1415Л from 10.06.2015
Cycle/level	NQF – the 7 th level, FQ-EHEA – the 2nd cycle, EQF-LLL – the 7th cycle
Special requirements	Bachelor's degree, specialist
Language of tuition	Ukrainian, English
Duration of programme	To 2024
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; provision of management functioning for organizations, institutions and culture establishments international cultural cooperation; applied and scientific researches of social and cultural sphere
Основний фокус освітньої програми та спеціалізації	Optional components of fundamental and professional disciplines, theoretical disciplines in art management, modern

	art and innovative practices in social and cultural activity, methods of Master's study
Особливості програми	Involvement in the International Academic Mobility Programme (one term). Optional component <ul style="list-style-type: none"> - cycle of optional disciplines of professional area - optional disciplines of another 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: 1229.6 Heads of department in the fields of culture, recreation and sports. 1143.4 Senior officials of other NGOs in social and cultural sphere. 1492 Culture, recreation and sports managers. 1210.1 Director of the institution (enterprises, organizations) of culture (cinema, video store, film studio, etc.) 1229.6 Club manager 1229.6 Head of complex (attraction, commodity) 1229.6 Lecture centre manager 1229.6 Museum manager 1229.6 Manager of recreation and culture park 1229.6 A travelling exhibition manager 1229.6 Studio manager 1229.6 Theatre(summer) manager 1229.6 Director of the branch(s) of library 1229.6 Director of the branch (s) of museum 1229.6 Film repository manager 1229.6 Film library manager 1229.6 Audio library manager 2455.2 Methodologist of social and educational institution
Further studies	Opportunity to continue studying the programme of the third level of higher education (NQF – the 8 th level, FQ-EHEA – the 3 rd cycle, EQF-LLL – the 8 th level)
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) and methods of Master's study. 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 with 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 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. 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. To be proficient in scientific and analytical framework, to analyze and systematize collected information in the period of pre-diploma practical experience. 20. Ability to protect intellectual property in works of fine and decorative arts. 21. Ability to use theoretical and methodological bases of pedagogy in higher education and to be proficient in teaching professional disciplines in higher educational institutions. 22. Ability, on the basis of formation of professional competencies, to solve

problems of research planning and conducting.

7 – Programme studies results

Studying results

In the cognitive sphere:

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 and marketing of social and cultural activity, art market, creative economy and culture policy.
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 theory of art market, 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 higher educational art institutions of II-IV accreditation levels.
10. To promote and organize sales of cultural product, to organize social and cultural events at local, regional, national and international levels.
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.

In the psychomotor (activity) sphere:

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.
2. To take into consideration psychological peculiarities in the process of education, communication, professional activity and teaching of professional disciplines.
3. To be aware of the importance of performing one's part of teamwork; to determine priorities of professional activity.

In the value and motivational sphere:

1. To build a high-quality and extensive system of communications, to present results of activities in the foreign scientific and professional environment.
2. To analyze, to interpret processes and phenomenon in social and cultural sphere and processes of social development, to determine their functional and esthetic specificity in the communicative space.
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.
4. To be proficient in basic methods of promotion and organization of intellectual property protection.

8 – Employee resourcing for programme implementation

Personnel provision	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, scientific degrees and academic titles. Department teaching staff are: 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	Studying process takes place in classrooms and a computer room. Some seminars take place in social and cultural institutions and establishments. Implementation of social and cultural projects and exhibitions take place in The Museum and The Gallery of LNAA
Informational and educational support	http://lnam.edu.ua/ A complex of educational and methodological support is developed for each discipline. Funds of the department: diploma and course papers, methodical exhibitions in classrooms, library of the department. Library of the Department of Management Electronic Library of the Department of Art Management
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	Preparation of foreigners and stateless persons in accordance with accredited specialties MES Order 2323П from 11.06.2014

2. List of programme components

Profession oriented programme

Code	Components of programme	Number of credits	Form of final evaluation
1	2	3	4
Compulsory components (CC)			
CC 1.	Culture of national minorities of Ukraine	3	exam
CC 2.	Methods of teaching special disciplines	3	exam
CC 3.	Cultural theories and studies	8	exam
CC 4.	Social and cultural design	5	exam
CC 5.	Management of SCA	4	exam
CC 6.	Marketing in SCS	4	final test
CC 7.	History and theory of art market	3	exam
CC 8.	Methods of Master's thesis preparation	4	final test
CC 9.	Culture policy	5	final test
CC 10	Sociology of culture	5	exam
CC 11	Creative economy	6	exam
CC 12	Art of the XX –XXI cent.	4	exam
CC 13	Pedagogical internship	3	final test
CC 14	Pre-diploma practical experience	3	final test
CC 15	Diploma thesis completion	15	
Total:			75

Optional components (OC)			
OC 1.	Discipline of humanitarian training (catalogue attached)	3	final test
OC 2.	Gallery activities / Philosophy of art of the XX-XXI cent. / Attribution, expert, basics of restoration	3	final test
OC 3.	Intercultural communication / Museum pedagogy (in Ukrainian) / Museum pedagogy (in English)	3	final test
OC 4	European culture policy (in Ukrainian) / European culture policy (in English) / Basics in reviewing	3	final test
OC 5	Management of organizations in SCA (in Ukrainian) / Management of organizations in SCA (in English) / Urban culture (in English)	3	final test
Total:		15	
All in total:		90	

Research oriented programme

Code	Components of programme	Number of credits	Form of final evaluation
1	2	3	4
Compulsory components (CC)			
CC 1.	Culture of national minorities of Ukraine	3	exam
CC 2.	Methods of teaching special disciplines	3	exam
CC 3.	Cultural theories and concepts	8	exam
CC 4.	Social and cultural design	5	exam
CC 5.	Management of SCA	6	exam
CC 6.	Marketing in SCS	7	final test
CC 7.	History and theory of art market	5	exam
CC 8.	Methods of Master's thesis preparation	4	final test
CC 9.	Culture policy	5	final test
CC 10	Sociology of culture	3	exam
CC 11	Creative economy	6	exam
CC 12	Art of the XX –XXI cent.	4	exam
CC 13	Pedagogical internship	3	final test
CC 14	Pre-diploma practical experience	3	final test
CC 15	Diploma thesis completion	27	
Total:		92	
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.	Intellectual property / Cultural education: theoretical and practical aspects (in English)	3	final test
OC 4	Gallery activities / Philosophy of art of the XX-XXI cent.	3	final test
OC 5	Intercultural communication / Museum pedagogy (in Ukrainian) / Museum pedagogy (in English)	3	final test
OC 6	European culture policy (in Ukrainian) / European culture policy (in English) / Basics in reviewing	3	final test
OC 7	Management of organizations in SCA (in Ukrainian) / Management of organizations in SCA (in English) / Urban culture (in English)	3	final test
OC 8	Art of Central and Eastern Europe / Art of the Middle Ages (in Ukrainian) / Art of the Middle Ages (in English)	3	final test

OC 9	Scientific research methodology / Attribution, expertise, basics of restoration	4	final test
Total:		28	
All in total:		120	

3. Form of certification

Certification of graduates of speciality 028 'Management of social and cultural activity' is carried out in the form of presentation of a qualification thesis and ends with the issuance of a standard document on obtaining Master's degree in Management of Art with the qualification: manager and researcher of social and cultural activity, teacher of higher education.

The certification is carried out openly and publicly.