

# BARCELONA UNIVERSITY – ART MANAGEMENT PROGRAMME POST-GRADUATE PROGRAMME IN INTERNATIONAL CULTURAL COOPERATION AND MANAGEMENT



## Aims of the programme

The University of Barcelona starts its Cultural Management Program in 1989. This Postgraduate programme in International Cultural Cooperation and Management aims to train a new generation of cultural managers interested in the development of international cultural cooperation projects. Cultural cooperation is felt today by a large range of institutions and cultural agencies as a need of opening and recognition towards a world of relations based in the equality and respect of cultural diversity. In tune with these principles and in accord with the policy of cultural cooperation of UNESCO and other inter-governmental agencies, the course has set the following objectives:

- To promote real and effective projects of cultural exchange and cultural cooperation among different organizations and countries.
- To pass on knowledge and skills for the design and implementation of projects of cooperation to cultural development.
- To contribute to the mutual enrichment and knowledge through the contrast of realities and projects between professionals from Latin American, Europe, the Mediterranean region, and other world spaces.

## Two groups, according to the specialisation territory

To match the participants background and to make the most of synergies, regarding the development of future projects, the programme is divided according the territory: the Latin-American group, for those interested in developing projects between Latin America and Europe (who will work in Spanish), and the Euro-International group, for professional interested in the cooperation within Europe or with other parts of the world (who will work in English). Most of the lectures and activities are common, even if taught each of them in their own language.

**The setting of the course in Barcelona, one of the most attractive European Mediterranean cities, will allow the participants to be exposed to and gain first-hand knowledge of some of the most original initiatives in the field of cultural management. In addition, the students can take advantage of the art, culture and creativity of the Catalan capital.**

## Programme (30 credits ECTS)

- A. Culture, cooperation and development
- B. Cultural cooperation strategies and resources
- C. Fundamentals and strategies of cultural policy
- D. Project design
- E. Economic and legal aspects of the international cultural cooperation
- F. Project management

The course is mainly addressed to cultural managers, and their institutions, interested in the development of cultural projects internationally.

## Phases and methodology:

The programme uses two different methodologies: E-learning for the introduction and most of the second part of the course (with online readings, exercises, bibliography and cases, as well the tuition of the design of a cultural cooperation project), and one intensive period in Barcelona with regular lectures, workshops, visits and student joint activities.

The final project can be focus on artistic cooperation (festival, co-productions ...), local or regional development cooperation, networking strategies, or cultural for the development cooperation. The project should incorporate the contents learnt during the formative curriculum. Every student must complete their project in permanent contact with the coordinator of the course and the rest of the students throw Internet.

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