International Module
CULTURAL MANAGEMENT
Spring 2019
Metropolia University of Applied Sciences, www.metropolia.fi

The Cultural Management Degree Programme at Metropolia is welcoming international students to the spring semester (January – May). Metropolia has a most diverse School of Culture and Creative studies in Finland. The Cultural Management Programme is focused on creative industries and business skills. The aim is that the student becomes an expert with good practical skills of basic processes needed in the cultural production and at the same time unique expertise. Key areas of the studies are Cultural Operating Environment, Business in Cultural Production and Management as well as Production Processes.

AVAILABLE STUDIES During the Spring Semester 2019
NB. Please notice that this module may have preliminary information, changes are possible

INNOVATION PROJECT, 10 ECTS
Practical development project in a multidisciplinary team. Assignment/open challenge from a company or association. You develop new practical, creative and innovative solutions and services that meet the need of the surrounding society. The aim is to learn how to innovate in networked, multidisciplinary environment.

Learning Outcomes:
On completion of the course you can
- develop practical, creative and innovative solutions, practices and services with multidisciplinary partners to meet the diverse needs in the Helsinki Metropolitan area. You participate in project or network-based work and apply your expertise in regional, national or international development work.
- use your personal skills and abilities to work and collaborate in multidisciplinary teams.
- create a culture of cooperation and negotiation with the team members and other actors.
- use your skills in problem solving, collaboration and communication to support the social development and joint decision making of the team.

Implementation
Project and innovation work: brainstorming, planning, implementing, assessing, communicating, publishing, product development and marketing. Co-operation, interest group activities and networking. Innovative work methods. Areas of communal development skills: development processes, coordinating and managing development, reforming the development concepts.
CONTEMPORARY CULTURAL DISCUSSION 5 ECTS
You will follow current cultural debate and will understand the impact of societal, social, economic and political changes in society on your own field of operation. After completing the course, you will be familiar with backgrounds, manifestations and nature of central phenomena and current issues in cultural life.

Learning Outcomes:
You know the basics of the future thinking and understand how the past and present decisions influence our future. You will focus on trends for future cultural work and will be prepared to encounter the diversity of the field of culture and to operate in different working environments. You will be trained in communication skills, critical thinking, argumentation and acquiring information.

Implementation:
Interactive lectures, Assignment, Study visits, Discussions and Debate

FOCUSING ON AUDIENCES, 5 ECTS
What each cultural manager needs to know in order to develop audience management and to gain new audiences? What is the role of a producer in the future and what are the multi-professional teams she/he is involved in this area? The three main approaches to audience engagement are Marketing & Business, Artistic Development & Art Education and Social Engagement. After completing this course you will gain understanding of the significance and the opportunities for future development.

Learning Outcomes:
On completion of the course you
- will be familiar with diverse possibilities of audience engagement used to widen client base and increase interaction between the arts and the public.
- can apply gained knowledge to the audience and customer-oriented model in the context of service development and productization and you can analyze and evaluate the existing activities.
- will be familiar with the main actors and principles of audience engagement in public, private and third sector of culture in your own area of specialization.

Implementation:
Interactive lectures. Evaluative Practical Project Work, Individual Assignment and Group Project Work. Tutorials and Work Shops. Study visits

Culture Tourism for City Breakers – Project Work, 5 ECTS
During the course, you apply the already acquired contents to meet the needs set by a real(istic) project. What are the emergent and innovative cultural practices and the cultural needs which the cultural manager should identify? This course is focusing on the future trends and mapping ideas through a field-work process. In addition you will be familiar with international sources of information and networks and organisations of cultural research and practical work. You will also know the most significant international practitioners in your field of interest.

Learning Outcomes:
After completing the course you will know how to plan an international co-operational project. You will pre-plan a project, based on information which is gathered during a field-work process and analysed and interpreted during the course. The outcome will be analyzed suggestions and solutions, practices or services, with respect to practical realities and needs. During the course, you will deepen your team work, collaboration and communication skills. In addition to the above mentioned, you also will acquire knowledge in research methods, reporting and copyrights.

Implementation:
Interactive lectures, Assignment, Field Work, Tutorials and Work Shops
FINNISH CULTURAL POLICY AND STRUCTURES, 3 ECTS
An intensive course, based on independent work and two workshops. You get basic knowledge and practical experience on how Finnish cultural life is organized and how the institutions are answering the questions presented by the audience and society.

Learning Outcomes:
On completion of the course, you will
- be familiar with the significance and the role of the cultural and art policy decision-making in the public sector.
- have an understanding of the significance of Finnish cultural policy and its historical development and key ideologies.
- find relevant sources of information and can make international comparisons
- get familiar with cultural services provided by a public cultural organisation. In addition, you will understand the fundamentals of economic and decision-making in the cultural sector.

Implementation:
Lecture and two Workshops, Independent Assignment

FINLAND CLOSE-UP, 5 ECTS (Organised by the degree programme in Film & TV)
The course offers a glimpse into the past and present of Finnish culture in all its forms and variations (high culture, sub-culture, multicultural, urban culture, Finnish, Finnish-Swedish and Sami culture etc.) as well as Finnish media, design and politics. The course includes visits to several companies or organizations in the Finnish cultural scene and also guest expert lectures.

Learning outcomes:
After completing the course you can identify key strengths, influences and characteristics of Finnish cultural scene and are able to discuss and identify several key phenomena and stakeholders of Finnish cultural scene. You also can analyse Finnish cultural scene in an international context and are able to reflect on your identity as a future professional of the cultural scene

Implementation:
Lectures, Study Visits, Assignments

FINNISH FOR EXCHANGE STUDENTS, 3 ECTS + optional 2 ECTS
You will learn Finnish pronunciation, everyday conversations as well as basic structures and vocabulary.

Learning outcomes:
On completion of the course, you are able to identify and use common Finnish words and grammatical structures, and cope in simple conversations in Finnish. You will also be familiar with features of Finnish culture.

Implementation:
Lectures, Assignments, and an optional 2 ECTS focusing on specific topic is available

For further information:

Content of the courses, info on Cultural Management Degree Programme:
Senior Lecturer Pia Strandman, pia.strandman@metropolia.fi

Erasmus Programme, Learning Agreements, Application Process:
International Coordinator Kaisa Meghjee-Salminen, kaisa.meghjee-salminen@metropolia.fi