

Bachelor Studium Arts Management (BA-AM) – Bachelor of Arts in Arts Management / Fakultät Musik**zentrales Studienfach: Arts Management Practises****Module – Pflichtfächer**

Lehrveranstaltungen	SWS	LV-Typ	1.JG		2.JG		3.JG		ECTS
			1.Sem ECTS	2.Sem ECTS	3.Sem ECTS	4.Sem ECTS	5.Sem ECTS	6.Sem ECTS	
Modul 1 - Arts Management Practises			1.JG		2.JG		3.JG		48
Mentoring / Project Development / Analysis and Reflections 1 - 6	3	KG	8	8	8	8	8	8	48
Module 2 - Cultural Fundamentals and Aesthetics			1.JG		2.JG		3.JG		28
2.1. Survey of the performing arts 1-2	1	VU	2	2	0	0	0	0	4
2.2a Fundamentals of Traditional Western Music History	1	VU	1,5	0	0	0	0	0	1,5
2.2b Music Appreciation	1	VU	1,5	0	0	0	0	0	1,5
2.2c Evolution of Popular Music and Jazz	1	VU	0	1,5	0	0	0	0	1,5
2.2d Global Music Expression (inkl Pop and Jazz)	1	VU	0	1,5	0	0	0	0	1,5
2.3. Introduction to Media Arts 1-2	1	VU	1,5	1,5	0	0	0	0	3
2.4. Introduction to Fine Arts 1-2	1	VU	1,5	1,5	0	0	0	0	3
2.5. Educational Community Outreach 1 - 4	1	VU	0	0	1	1	1	1	4
2.6. Aesthetics	1,5	VU	2	0	0	0	0	0	2
2.7. Sociology in Culture	1	VU	0	0	1	0	0	0	1
2.8. Introduction to Theory of Culture	1	SE	0	0	1	0	0	0	1
2.9. Culture and the Economy 1 - 2	1,5	SE	0	2	0	0	2	0	4
Module 3 - Business and Law			1.JG		2.JG		3.JG		22,5
3.1. Business Affairs: Budgeting & Controlling 1-2	1	SE	2	0	2	0	0	0	4
3.2. Labour Law in the Cultural Landscape	1,5	VU	0	2	0	0	0	0	2
3.3. Fundamentals of Business Administration and Microeconomics 1-2	1,5	SE	2	0	2	0	0	0	4
3.4. Project Management: Methods of Financing (best practises) 1-2	1,5	SE	0	1,5	0	2	0	0	3,5
3.5. Publishing and Exhibiting	1	VU	0	0	0	0	2	0	2
3.6. Survey of International Copyright Regulations	1,5	VU	0	0	3	0	0	0	3
3.7. Fundraising and Sponsorships 1-2	1	SE	0	2	2	0	0	0	4
Module 4 - Applied Cultural and Music Management			1.JG		2.JG		3.JG		25
4.1. Project Management 1-2	1,5	SE	3	0	3	0	0	0	6
4.2. Internships (4-6 weeks)	1,5	PR	0	0	0	8	0	0	8
4.3. Project Implementation	1	PR	0	0	0	2	6	0	8
4.4. Project Presentation and Discussion	1	SE	0	0	0	0	0	3	3
Module 5 - Communication			1.JG		2.JG		3.JG		14
5.1. Written Communications	1,5	VU	0	0	2	0	0	0	2
5.2. Digital Marketing and Sales 1-2	1,5	SE	0	0	2	2	0	0	4
5.3. Cultural Marketing Aspects	1,5	SE	0	2	0	0	0	0	2
5.4. Communications and Public Relations	1	SE	0	0	1	0	0	3	4
5.5. Presentation Methods and Skills	1,5	SE	0	0	0	0	2	0	2
Module 6 - Field Excursions			1.JG		2.JG		3.JG		8
6.1. Field Excursion 1	2	EX	0	0	0	4	0	0	4
6.2. Field Excursion 2	2	EX	0	0	0	0	4	0	4
Module 7 - Research			1.JG		2.JG		3.JG		15,5
7.1. Scientific Writing an Artistic Research Methods 1-2	1	VU	2	2	0	0	0	0	4
7.2. Green Culture & Sustainable Production 1-2	1	VU	2	2	0	0	0	0	4
7.3. Audience Development and Outreach 1-2	1	VU	0	0	0	2	0	2	4
7.4. Storytelling Format Cultural Events 1-2	1	SE	1,5	0	2	0	0	0	3,5
Module 8 - Softskills and Diversity			1.JG		2.JG		3.JG		6
8.1. Softskills in Leadership	2	SE	0	0	0	0	0	2	2
8.2. Gender and Diversity in Culture	2	VU	0	0	0	0	2	0	2
8.3. Reacting to Change in the Cultural Sector	2	VU	0	0	0	0	2	0	2
Module 9 - Examinations			1.JG		2.JG		3.JG		13
9.1. Thesis Seminar 1 - 3	1,5	SE	0	0	0	1	2	2	5
9.2. Bachelors Thesis	1,5		0	0	0	0	0	8	8
Summe ECTS / Semester			30,5	29,5	30	30	31	29	180
Summe ECTS / Studienjahr			60		60		60		180