



# MASTER OF ARTS IN RESPONSIBLE ARTS MANAGEMENT AND CULTURAL HERITAGE

# MA at a Glance



**EN**

English  
Language



**CH/IT**

SDA Bocconi School  
of Management



**10 – 12**

Months  
Full-time



**18 – 24**

Months  
Part-time



**15**

Class  
Size



**US/CH**

U.S. and Swiss  
Dual Accreditation

**Arts and culture combine into a rich and diverse mosaic of values and traditions: a memory from the past, a vehicle for social change, a legacy for future generations.**

**Learn to be a responsible and collaborative leader and make the changes needed to safeguard our cultural and artistic heritage.**

## The Program

Created in partnership with SDA Bocconi School of Management, this MA in Responsible Arts Management and Cultural Heritage is designed to provide both a practical and theoretical preparation for change-makers, future leaders and the next generation of art professionals. Through a rigorous curriculum and multicultural experience, the program strives towards preparing leaders for today's international arts and heritage environment.

The program is designed as an applied-learning pathway, including live classroom seminars, online course work and a hands-on, dynamic, experiential learning opportunity. In conjunction with the elite International Program in Arts Management (IPAM) at SDA Bocconi, the program offers a series of masterclasses, a travel agenda through three countries with some of the world's richest cultural heritage, open conversations, company visits, hackathons and other valuable experiences to provide cutting-edge practice. Students will gain the knowledge necessary for collaborating with multiple stakeholders to ensure responsible arts management. Main touchpoints are Law for Arts Management, Arts Collecting, Marketing for the Arts, Ethical Arts Management, Digitalization of Arts Communication and Management, while developing entrepreneurial mindset and leveraging opportunities for networking and career development. Experience turning systemic challenges into functional solutions, through practical projects and strategies, applicable to any arts corporation and institution, business and cultural centers. Additionally, students will earn a Certificate of Arts Management from SDA Bocconi School of Management in conjunction with the Franklin Master of Arts degree.



# Learning Goals

- In-depth analysis and study of art management and cultural heritage environment and case studies
- Fully understand principles and arts and material culture in China, India and Italy
- Gain a multidisciplinary expertise to effectively identify key drivers and opportunities, implement strategy and measure impact
- Develop critical thinking and learn to apply collaborative and systematic leadership

# Faculty and Experts

Throughout the program, students will have the opportunity to meet and engage with international experienced faculty, industry experts and innovative thinkers who will lead the Responsible Arts Management and Cultural Heritage learning experience. Franklin partners with SDA Bocconi School of Management, in particular combining the Franklin curriculum with that of Bocconi’s International Program in Arts Management (IPAM). A unique opportunity to gather perspectives and best practices from a diverse and intellectual background of arts and culture specialists, professionals from China, India and Italy, plus experts from Franklin and Bocconi.

# Practical Experience and Employability

The program is a valuable opportunity to nurture and grow leadership talent and practical experience in artistic innovation and cultural heritage development worldwide. Students will gain new perspectives to deal with new challenges in the creative industry, arts management and visual and performing arts sector. Future careers could range from service institutions dedicated to the arts, to specialized professionals, managerial consultants and cultural entrepreneurs.

**Fall (Aug – Dec)** 19 credits

**Engage in a total immersion in responsible art leadership and management.**

Core seminars, in-class and online learning, conferences and executive workshops.

Winter Break

**Spring (Jan – May)** 20 credits

**Build your learning portfolio by choosing a multidisciplinary study curriculum.**

Hybrid learning platform, including experiential learning travel to India, China and Italy, conferences, company visits, career workshops and seminars.

**Summer (May – Jul)** 6 credits

**Apply your learning in a practical and fulfilling experience.**

Arts management project internship in a Cultural Heritage Centre, art gallery or similar.

*Professional and Personal Coaching*



## Seminar Classes and Executive Workshops

- Leadership Development through Action Learning
- International Management
- Innovation for Project Management
- Challenges in the New Global Marketplace
- International Business Economics
- Managerial Finance
- Organization Evolution and Design
- Global Issues and Responsible Leadership
- Innovation and Design Thinking
- The Future of Work
- Career Strategies

## Academic travel to India, China and Italy

Throughout the Specialization Learning Portfolio, students will engage in a combination of field visits, guest lectures and presentation, group discussion and projects, traveling for six weeks between Asia and Europe. A unique journey specifically designed around Asian art and cultural environment, peculiarities of the Indian and Chinese arts market, and visits to local museums, galleries and performing arts institutes. At the same time, it leverages Italian excellence in cultural heritage and artistic production with a clear-cut study tour in major cities of Italy, also synonym for culture, fashion, design, taste and the art of living.

## Program Structure

The program is divided into a Common Core and the Specialization Learning Portfolio. The participative and collaborative curriculum of the Common Core is designed to provide students with a strong background in leadership, marketing, finance, project management, and other elements of business through the lens of sustainability, ethics and responsible management. The Specialization Learning Portfolio includes selected sessions and classes, experiential learning through travel and project-based work, consisting in five modules:

- Module 1: one-week Consulting Management for the Arts Module, introducing students to the consulting profession, techniques and methods - in Mumbai, India;
- Module 2: ten-day Performing and Visual Arts Management Module, analyzing future trends and organizations working in the performing arts field - in New Delhi, India;
- Module 3: five-day International Arts Production Module, observing different cultural institutions engaged in the protection, enhancement and conservation of heritage - in Beijing, China;
- Module 4: ten-day Heritage Management Module, focusing on the opportunities and reality of art management and administration - in Milan with the IPAM Study Tour, Italy;
- Module 5, Project-based learning, Internship and Final Project.



# WORK ON REAL PROJECTS

## Scholarship Opportunity

Franklin offers the Responsible Leadership Scholarship program to merit award and qualified students accepted into the program. This opportunity is recognized to participants who demonstrate a deep commitment to leading positive change in organizations and communities. Awards are in the maximum amount CHF 6,250 (25% of the tuition fee).

Applicants must meet the following criteria:

- Be EU and/or EEA citizen;
- Have earned a Bachelor degree with an excellent academic score;
- Demonstrate maturity, motivation, flexibility, and leadership potential in the field of responsible management in sustainable food systems.

## Key Takeaways

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- Earn a graduate degree from the only university in the world with both U.S. and Swiss accreditation
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- Attain an additional certificate from SDA Bocconi School of Management
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- Discover, learn and work side-by-side top Italian, Indian and Chinese art experts and corporations
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- Build dedicated one-to-one relationships with professors, mentors and partners
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- Design your own learning portfolio alongside Franklin professional and personal coaching
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- Join a project team made up by international and highly qualified faculty and specialists with a strong competency in the arts market
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- Get the most out of a small class size, and experience social and educational opportunities on the Franklin campus
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- Live and learn in Switzerland, the most innovative country in the world (2020 Global Innovation Index)



## Franklin University Switzerland

Lugano Office  
Via Ponte Tresa 29  
6924 Sorengo (Lugano)  
Switzerland

T +41 91 985 22 60  
info@fus.edu  
fus.edu

U.S. Mailing Address  
The Chrysler Building  
405 Lexington Avenue, 26th Floor  
New York, NY 10174-2699

T +1 212 922 9650

More information:  
**fus.edu**



**Be the change that you wish  
to see in the world.**

— Mahatma Gandhi

### Application Deadlines

Applications are accepted on a rolling basis. Candidates requiring a visa should complete their applications by June 1st for the Fall intake, or by December 1st for the Spring intake to allow time for processing the visa request.

