

## How to apply:

Fill in the [FORM](#) and send your CV at

[beniculturali@economia.uniroma2.it](mailto:beniculturali@economia.uniroma2.it)

**Deadline International Master: February 16th, 2012**

**Start in March 2012**

**Fee: € 4.014,62 in two installment.**

Special reduction for Professionals in Public Institutions: the master fee will be € 2.514,62 ( instead of € 4.014,62).



## Director

Prof. Pasquale Lucio Scandizzo

## Coordinator

D.ssa Antonella Greco  
CEIS– Facoltà di Economia,  
Università di Roma Tor Vergata  
[beniculturali@economia.uniroma2.it](mailto:beniculturali@economia.uniroma2.it)  
tel. 06/72595646-5601  
Fax 06/2020687  
[www.ceistorvergata.it/beniculturali/](http://www.ceistorvergata.it/beniculturali/)

## Academic coordinator

Prof. Alessandro Hinna  
[alessandro.hinna@uniroma2.it](mailto:alessandro.hinna@uniroma2.it)

## Didactic Secretary

Dott. Palmerino Falovo  
[beniculturali@baicr.it](mailto:beniculturali@baicr.it)



**Master in  
Economics of Culture**

# INTERNATIONAL MASTER in Economics of Culture: Policy, Government and Management



The International Master's Program in the *Economics of Culture: Policy, Government and Management* is organized by CEIS - Centre for Economic and International Studies, University of Rome "Tor Vergata" in cooperation with BAICR - Consortium of Cultural Institution..

The Master's program offers a training course based on transmission of knowledge and experience targeted at a new social, economic and cultural context. It provides an overview of the "culture system", of management and design of products and cultural activities. Focusing on the cultural dynamics in our society, the program integrates the knowledge of managers and professionals, while maintaining a strong bond with the unique characteristics of cultural heritage and content production.

The training focuses on the most important theoretical and practical problems of sector development, such as planning and managing events and cultural tourism.

The course is structured in modules and themes offered on line through a digital platform.

#### **RECIPIENTS:**

- officers and operators of the cultural heritage sector willing to upgrade their professional profile and acquire managerial skills;
  - young graduates, especially in the humanities, interested in becoming experts in the management of cultural goods, services and events.
  - operators in the field of cultural and religious tourism;
  - companies interested in the training of experts in investment projects related to the cultural field;
  
  - banks foundations willing to support sectors of social utility, as well as boosting direct participation to the management of cultural heritage.
- #### **PROFESSIONAL OPPORTUNITIES:**
- The skills transmitted through the ;Master prepare candidates to operate professionally, as well as with rock-solid analytics and expert decision-making in:
- cultural institutions, national and supranational bodies, profit and no profit organizations;
  - private facilities requiring staff to manage projects in the cultural field;
  
  - foundations and banks pursuing cultural aims;
  - public administrations;
  - all the organizations willing to invest in the field of cultural heritage and activities

#### **DISTANCE LEARNING PROGRAMME (FAD)**

The course offers laboratory sessions, virtual classroom on-line exercises, chats and forums between trainees and academic staff.

#### **FACE-TO FACE seminars**

Students are expected to attend three days of face to face lectures at the Tor Vergata Campus (University of Rome "Tor Vergata" Via Columbia-2-00133 Roma) for each module, concentrated in two week in July- ***Summer School in Economics of Culture.***

#### **DIDACTIC MODULES:**

**ECONOMICS  
MANAGEMENT  
MARKETING and FUND RAISING -  
COMMUNICATION**

#### **INTERNSHIP**

At the end of the Master's program students will have the opportunities of internship program, in order to gain practical experiences within institutions and private companies dealing in the cultural field. For each student a specific "Internship Project" will be developed.

#### **PROJECT WORKS**

Participants already working will have the possibility to develop a "Field Project". Subject of the project will be one of the topics studied during the course.