

## TAUGHT MASTERS DEGREE IN ARTS & HERITAGE MANAGEMENT AT WIT

### INTRODUCTION

The Masters in Arts & Heritage Management is a full-time 90-credit programme suited to Arts graduates, Business graduates with a particular interest in arts/heritage, and practitioners of the arts/heritage sectors. It is also offered as a modular part-time programme, where you can build a portfolio of modules and credits to enable you to progress to a Masters qualification.



This degree will provide you with the necessary skills and experience for effective cultural leadership and management



#### WHAT IS THE AIM OF THE PROGRAMME?

**The aim of the MA in Arts & Heritage Management is to address specific and identified needs within the arts and heritage industry for management training in the area of cultural administration, and to provide you with the necessary skills for effective cultural leadership and management. It offers you an opportunity to reflect on your professional practice (work placement) and gain a theoretical and critical perspective on managing organisations and events in the cultural/heritage sector.**



#### WHAT ARE THE PROGRAMME'S LEARNING OUTCOMES?

**On successful completion of the programme, you will be able to:**

- examine the underlying principles or theories relating to cultural/heritage management
- identify current problems in the sector, by analysing and reflecting upon the various topical issues examined throughout the programme
- apply your knowledge and expertise in the use of appropriate research methods
- conduct an extended investigation into a relevant aspect of theory or practice
- apply advanced skills across various fields of learning, such as Research Skills, Strategic Management, HR Management, Legal Studies, and Financial Management
- employ new skills to a high level, including novel and emerging techniques such as those involved in the disciplines of Museum & Gallery Studies and Arts in Context
- self-evaluate, especially through having studied the more self-reflective modules on Professional Development, Industrial Placement, and Dissertation
- apply leadership skills, from having engaged in the study of various management roles and processes, as well as having experienced these during the extended period of work placement
- share your experiences of work practice with fellow participants
- take responsibility for your continuing academic/professional development, by conducting further research in the field of arts and heritage
- apply your advanced knowledge of the Irish cultural/heritage sector and the challenges it faces

#### WHAT ARE THE ENTRY REQUIREMENTS?

**For entry into the programme, you must have at least a 2nd Class Honours Degree (level 8) in a relevant discipline (e.g. Art, Music, History, Archaeology) or in a Business subject (e.g. Management or Marketing).**

In exceptional cases, students, who do not meet the normal entry requirements, may be considered for admission by demonstrating that they qualify through the Institute's APL/RPL procedures. Where deemed necessary, an interview will be carried out to assess the student's suitability for the programme.

In this case, priority will be given to students who are currently working in the arts/heritage sectors.

You must also have access to a cultural organisation where your work placement and research can be carried out.

#### INTRODUCTORY MODULE

**You must attend a one-day induction programme, which will cover the following:**

- an overview of the programme
- an introduction to studying and researching at postgraduate level



#### HOW IS THE PROGRAMME STRUCTURED?

**The programme comprises ten mandatory modules and two elective modules, as detailed below.**

	MODULES	CREDITS
SEMESTER 1	Irish Arts, Heritage & Cultural Studies	10
	Strategic & Financial Management	5
	Public Relations	5
	Professional Development & Research I (including Minor Placement)	5
	<b>Elective Modules:</b> Museum & Gallery Studies I or Arts in Context I	5
SEMESTER 2	Events Management	5
	Employment & Legislative Studies	10
	Cultural Tourism & Public Policy Studies	5
	Professional Development & Research II (including Minor Placement)	5
	<b>Elective Modules:</b> Museum & Gallery Studies II or Arts in Context II	5
SEMESTER 3	Major Placement	15
	Minor Dissertation	15
	<b>Total Credits</b>	<b>90</b>



#### CAN I TAKE SINGLE PROGRAMME MODULES?

**While the programme is structured in a full-time mode, it is possible for you to take single modules, relevant to your needs.** Please note: for the award of MA, you need to accumulate 90 credits.

#### WHAT ARE THE TEACHING AND ASSESSMENT METHODS?

**The programme will adopt an adult-centred approach using a variety of interactive methods which include:**

- face-to-face lectures and seminars
- tutorials
- a clear statement of learning outcomes, allowing you to match your own performance against these stated outcomes, and to facilitate the Recognition of Prior Learning applications
- the use of your past experience to promote learning, encouraged by reflection on your experience and learning journals (especially in Work Placement)
- a variety of assessment methods with a strong emphasis on continuous assessment and the maintenance of learning journals and portfolios
- field-trips to local and regional cultural/heritage sites
- visiting lecturers

#### HOW WILL THE PROGRAMME BE DELIVERED?

**The full-time programme is delivered over twelve months, from September to August.** In Semesters 1 & 2, lectures/seminars take place over the course of two days (one a Saturday) and one night, and students spend one day a week in an arranged placement.

In Semester 3 (the summer vacation), students spend three days in an arranged placement (preferably continuing in the same one) and complete their Minor Dissertation.



#### HOW TO APPLY

Please complete the application form and return it, with a copy of certified results/relevant certificates of qualifications, on or before the closing date (as per the application form) to:

The Postgraduate Administrator,  
School of Education and  
Professional Development,  
Waterford Institute of Technology,  
College Street Campus,  
Waterford,  
Ireland

**Tel:** 00 353 51 30 22 25  
**Fax:** 00 353 51 302487  
**e-mail:** ace@wit.ie

#### ACADEMIC ENQUIRIES

Please direct your enquiries about the programme to:

Dr Rachel Finnegan,  
Head of Creative  
& Performing Arts,  
**Tel:** 00 353 51 30 22 81  
**e-mail:** rfinnegan@wit.ie



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**Waterford Institute of Technology**  
INSTITIÚID TEICNEOLAÍOCHTA PHORT LÁIRGE

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& Performing Arts  
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