Arts and Heritage: Policy, Management and Education

Master Programme

Semester 1: Students choose 1 elective for period 3

Semester 2: Students choose 1 elective or the internship track for period 4

Semester 1

Faculty of Arts and Social Sciences

Seminar Studying Arts and Heritage:Entering the Field

Full course description

This module introduces the fields of arts & heritage from an interdisciplinary perspective. Important theories, concepts and debates in arts & heritage are introduced, studied and discussed. Students will encounter research and debates from history and art history, sociology of art, cultural economics, heritage studies, memory studies and conservation studies. The module makes an explicit connection between academic research and practices in the field: how can we critically study arts & heritage practices, what are the implications of the findings of academic research for practice and what are the implications of developments in practice for academic research? The core topic of the seminar is the value, meaning, function, appreciation, use, interpretation and presentation of arts and heritage. Practices that are covered are: funding: state and/or market; studying the field: cultural statistics; cultural policy; conservation and authenticity: tangible and intangible heritage; dissonant heritage, world heritage and lieu de mémoire. The practice of cultural policy will also be studied in a hands-on way.

Course objectives

At the end of the course you are able to:

- Demonstrate knowledge and understanding of relevant academic disciplines studying the field of arts & heritage and key debates, definitions, theories, methods and concepts in these disciplines

- Critically analyse and understand the position and role of the diverse actors and factors in professional arts and heritage practices

- Demonstrate knowledge and understanding of policy programmes (in governments and private foundations) in the field of arts and heritage

- Identify, describe, contextualize, analyse and compare issues related to developing policy goals, choosing policy instruments and measuring effects

- Produce and justify an independent critical judgement related to the topics and practices mentioned above

- Use management skills in the areas of policy evaluation and fundraising

Prerequisites

None

Recommended reading

To be announced

AHE4040

Period 1
4 Sep 2017
27 Oct 2017

Print course description
ECTS credits:
12.0
Instruction language:
English
Coordinator:
J.J. de Jong
Teaching methods:
PBL, Lecture(s), Assignment(s), Paper(s), Presentation(s), Research, Skills, Work in subgroups, Working visit(s)
Assessment methods:
Participation, Presentation, Final paper
Keywords:
approaches, concepts, Arts, Culture, heritage, cultural policy, management.

Faculty of Arts and Social Sciences

Seminar Researching Arts and Culture

Full course description

This module focuses on the role of research in academic and professional environments within the field of arts and culture. Theories and methods which are considered to be of crucial importance for conducting research into arts and culture will be introduced and discussed in relation to a current issue in the cultural field which emerged in the modern/contemporary period. The topics of creative cities, museum studies, art markets, arts marketing, audience and education, digital heritage, and participatory practices are central in this module. A lot of attention will be given to different research methods and how they relate to different research questions and disciplines. Quantitative and qualitative approaches like secondary data analysis, surveys, qualitative interviews, (virtual) ethnography, and visual analysis will be discussed and experimented with. The topic of audience and

education will also be studied in a hands-on matter when developing an audience/marketing strategy for a cultural institution.

Course objectives

At the end of the course you are able to:

- Demonstrate advanced knowledge about key definitions, theories on creative cities, museum studies, art markets, arts marketing, audience and education, digital heritage, and/or participatory practices, within a written research design.

- Differentiate between and apply different qualitative and quantitative approaches and methods, like surveys, qualitative interviews, (virtual) ethnography, and visual analysis.

- Perform commissioned research and communicate research results to specialist and non-specialist audiences.

- Use quantitative and/or qualitative research data as the basis for the writing of an audience/marketing strategy for a cultural institution.

- Design a research plan in which you select a suitable research method to a relevant topic to the arts and heritage field in order to develop an independent critical judgement on academic and/or societal debates

Prerequisites

There are no pre-requisites for this module.

Recommended reading

To be announced

AHE4041

Period 2
30 Oct 2017
22 Dec 2017

Print course description
ECTS credits:
12.0
Instruction language:
English
Coordinator:
E.L. Sitzia
Teaching methods:
PBL, Lecture(s), Assignment(s), Paper(s), Presentation(s), Research, Skills, Work in subgroups, Working visit(s)
Assessment methods:
Presentation, Final paper, Presentation and paper

Keywords:
method, Theory, Arts, Culture, heritage, marketing and management

Faculty of Arts and Social Sciences

Culture and Economy 1

Full course description

This elective focuses on the relations between the cultural sector and society from an economic perspective with special attention for economic agents. Key topics include the art market, creative cities and cultural entrepreneurship. The art market is an integral and important part of the creative industries sector. The students will study how artworks are traded and how value is created in the process between artist, gallerists, auction house, dealers, collectors and museums. They will read and discuss a number of seminal works from leading academics and practitioners in the industry to discuss and learn about the roles and the ecosystem of the art market. Topics such as the historical development of the art market, the value-chain, the current players and institutions in the art market, and their strategies and positioning will be dealt with. The growth in the market, and the growing interest in the art market, supported in many countries by a strong state presence has led to an increased demand for art worldwide, and hence increasing prices. The various art markets, across countries, sectors and genres will be compared. Another important part of this elective is the study of the concepts of creative cities and cultural industries and their development, and the role of entrepreneurship and innovation in the cultural sector, deepening the knowledge and understanding of cultural policies and cultural management.

Key words: culture, economics, art market, creative cities.

Course objectives

At the end of the course you are able to:

- Read and discuss a number of seminal works from leading academics and practitioners in the industry to discuss and learn about the roles and the ecosystem of the art market

- Demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in entrepreneurship, Creative Cities, and Art Market

- Differentiate between the relevant stakeholders, actors and factors in diverse practices related to culture and economy with a special attention for economic agents

- Understand the relationship between culture and economy in the context of post-industrial restructuring, national and municipal policymaking, international finance and investment, as well as sustainable development projects.

- Grasp different perspectives on the links between culture and economy, including those of artists and cultural entrepreneurs, policymakers, economists, as well as critical social and cultural theory.

- Use your knowledge and understanding of the inter-related network of relationships between the players and institutions in the art market to analyse critically practices and build a logical argument.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

to be announced

AHE4028

Period 3
8 Jan 2018
2 Feb 2018

Print course description
ECTS credits:
5.0
Instruction language:
English
Coordinator:
J.J. de Jong
Teaching methods:
PBL, Lecture(s), Work in subgroups, Working visit(s)
Assessment methods:
Final paper, Presentation
Keywords:
culture and economy, Creative City, Art Market, Entrepreneurship

Faculty of Arts and Social Sciences

Arts and Audiences 1

Full course description

This course focuses on the relationship between arts and audiences. The course takes an interdisciplinary approach and builds on perspectives coming from academic fields such as (art) history, sociology, pedagogy, philosophy, museum and media studies as well as professional practices such as education, policy, marketing and curatorship. It aims to show students the diverse ways in which art institutions relate to and interact with audiences. The course is firmly grounded both in academic scholarly works and professional practices. Lectures will offer overviews on the topics at hand and present diverse positions in the field. Workshops will offer focused work on academic literature related to the topics as well as hands-on professional training.

In period 3 you will be introduced to key developments concerning the ever-changing relationship between arts and its audiences. First you will study changing notions of ‘visitors’, ‘audiences’, ‘users’ and ‘the public’ looking at the historical and sociological context of the various definitions of the concepts and the implications of varying terminologies on academic and professional ways of studying audiences. We will then study and critically question related concepts of ‘audience engagement’ and ‘public participation’ by drawing on theories from education and media studies with a special focus on digital practices in museums. Following on the different forms of engagement, we will then consider the impact of space on audiences, including traditional white cubes, post-industrial and public spaces as well as digital spaces. Period 3 will conclude with questions related to recent

developments and broader notions of audience engagement, such as social inclusion (and exclusion) and the role of the arts in processes of social innovation.

Course objectives

At the end of the course you are able to:

- Demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in Museum Studies, Audience research, curatorial Studies, and Cultural Education

- Demonstrate advanced knowledge of and insight into important issues in the fields of audience research, education, curatorship with an emphasis on participatory practices

- Differentiate between the relevant stakeholders, actors and factors in diverse practices related to audiences

- Use professional skills to work with audiences in the fields of arts and culture.

- Collaborate with a societal partner within a research assignment

- Critically analyse cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice

Prerequisites

There are no pre-requisites for this module.

Recommended reading

to be announced

AHE4029

Period 3
8 Jan 2018
2 Feb 2018

Print course description
ECTS credits:
5.0
Instruction language:
English
Coordinators:
A. Elffers
E.L. Sitzia
Teaching methods:
PBL, Lecture(s), Work in subgroups, Working visit(s)
Assessment methods:
Final paper, Presentation
Keywords:

engaging audiences, participatory practices, Innovation, audience research, cultural education, Curatorship

Faculty of Arts and Social Sciences

Heritage and Society 1

Full course description

This course will address the question of how society deals with the past. In doing so it will draw from Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies. The course discusses the transformation in heritage from an expert driven, nation-state and western oriented authorized heritage discourse to a more open, society oriented and therefore contested approach. Heritage is thus not understood primarily as a ‘site’ or ‘object’ but as a cultural process of meaning and memory making.

In Period 3 students will get an overview of the main theoretical concepts and methodologies used in the various fields. They will furthermore be introduced to the dominant stakeholders, actors and institutions operating in the heritage arena. In addition, they will discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived.

Course objectives

At the end of the course you are able to:

- Discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived

- Possess advanced knowledge of and insight into important issues and practices in the fields of memory, culture and heritage

- Use key theories, approaches, concepts and methodologies in Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies to discuss and understand key transformations in heritage and society

- Differentiate between the relevant stakeholders, actors and factors in memory and heritage practices

Prerequisites

None

Recommended reading

Connerton, P. (1989). How Societies Remember. Cambridge: Cambridge University Press.

Kopytoff, I. (1986). The cultural biography of things: Commoditization as a process. In The social life of things. Commodities in cultural perspective, ed. A. Appadurai, 64–91. Cambridge: Cambridge University Press.

Merriman, Nick (2004). Public archaeology. London: Routledge.

Smith, L. (2006) The Uses of Heritage, London and New York: Routledge

AHE4030

Period 3
8 Jan 2018
2 Feb 2018

Print course description
ECTS credits:
5.0
Instruction language:
English
Coordinator:
A. Sierp
Teaching methods:
PBL, Lecture(s), Work in subgroups, Working visit(s)
Assessment methods:
Final paper
Keywords:
Collective memory, Identity, heritage, cultural policies, commemoration, collecting and conservation

Faculty of Arts and Social Sciences

Research and Writing Skills

Full course description

This skills training module aims to prepare students for their final thesis by focusing on the writing of a research proposal. During the first two weeks students will participate in skills training sessions (tutorials) in which they formulate and reformulate the research questions that they are planning to use for their MA theses. They will then link these questions to appropriate methods and theories. In the mean time they start working on a draft version of their research proposal. In week 3, students participate in a larger peer-review workshop in which they critically evaluate each other's research proposals. At the end of the module, students hand in a research proposal. This research proposal is assessed by the thesis supervisor with a pass or fail.

Course objectives

At the end of the course you are able to:

- Approach and plan a research project on MA level.

- Formulate a research question that fits with the aims and scopes of a MA thesis and connect this research question to appropriate methods and theories from the previous MA Arts and Heritage modules.

- Critically evaluate the research choices and strategies of their peers.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

Booth, W. C., Colomb, G. G., & Williams, J. M. (2003). The Craft of Research. Chicago [etc.]: University of Chicago Press.

AHE4500

Period 3
8 Jan 2018
2 Feb 2018

Print course description
ECTS credits:
1.0
Instruction language:
English
Coordinator:
M. Michielse
Teaching methods:
Skills, Work in subgroups
Assessment methods:
Final paper
Keywords:
Research proposal, research design, Theory, method, peer-review

Semester 2: option thesis

Faculty of Arts and Social Sciences

Culture and Economy 2

Full course description

In the second part of this elective students will go into greater depth to understand the relations between the cultural sector and society from an economic perspective in general, and the art market, creative cities and cultural entrepreneurship in particular. During this period students will receive further training in how to apply relevant theories, concepts and research methods in their own research. Given that the elective is supportive of the topic area chosen for the thesis an introduction to research methods, both from the standpoint of quantitative and qualitative research methods will also be included. Real-life cases regarding culture and urban development, the re-use of (industrial) heritage or the expansion of specific talent-based creative industries (such as fashion) will be dealt with in class.

Concerning the art market the students will increase their knowledge and understanding of the inter-

related network of relationships between the players and institutions in the art market, with an emphasis on the changing role and positioning of players due to technological innovation and the internet. The possibility to bid online and participate in an online market has resulted in the creation of a number of new trading platforms. Information sharing and the availability of sales data has resulted in increased market transparency. How this has affected the functioning of auction and dealer markets and the resulting strategies and organisation of the market will be discussed. There will also be a visit to The European Fine Art Fair (TEFAF).

Job profile: culture marketing, economics, art market, creative cities, manager, cultural entrepreneur, policy maker, etc.

Course objectives

At the end of the course you are able to:

- Read and discuss a number of seminal works from leading academics and practitioners in the industry to discuss and learn about the roles and the ecosystem of the art market

- Demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in entrepreneurship, Creative Cities, and Art Market

- Differentiate between the relevant stakeholders, actors and factors in diverse practices related to culture and economy with a special attention for economic agents

- Understand the relationship between culture and economy in the context of post-industrial restructuring, national and municipal policymaking, international finance and investment, as well as sustainable development projects.

- Grasp different perspectives on the links between culture and economy, including those of artists and cultural entrepreneurs, policymakers, economists, as well as critical social and cultural theory.

- Use your knowledge and understanding of the inter-related network of relationships between the players and institutions in the art market to analyse critically practices and build a logical argument.

Prerequisites

There are no pre-requisites for this module.

Recommended reading

to be announced

AHE4031

Period 4
5 Feb 2018
6 Apr 2018

Print course description
ECTS credits:

12.0

Instruction language:

English

Coordinator:

J.J. de Jong

Teaching methods:

PBL, Lecture(s), Work in subgroups, Working visit(s)

Assessment methods:

Final paper, Presentation

Keywords:

culture and economy, Creative City, Art Market, Entrepreneurship

Faculty of Arts and Social Sciences

Arts and Audiences 2

Full course description

This course focuses on the relationship between arts and audiences. The course takes an interdisciplinary approach and builds on perspectives coming from academic fields such as (art) history, sociology, pedagogy, philosophy, museum and media studies as well as professional practices such as education, policy, marketing and curatorship. It aims to show students the diverse ways in which art institutions relate to and interact with audiences. The course is firmly grounded both in academic scholarly works and professional practices. Lectures will offer overviews on the topics at hand and present diverse positions in the field. Workshops will offer focused work on academic literature related to the topics as well as hands-on professional training.

In period 4 the programme will be tailored to the student's interests and hands-on projects allowing students to further specialize will be offered. The course consists of 2 parts running simultaneously. The first part combines guest lectures from professionals and specialists, seminars on key topics and professional workshops. Topics that can be addressed are: impact of immersive and discursive experience on the learning experience, knowledge creation in art museums, measuring the intrinsic and extrinsic values of the arts, trends in cultural participation, ethical frameworks for digital engagement, the use of mobile apps in museums, digital archives and projects such as the Google Art Project asking for public participation", Darker sides of (problematic aspects of) participation/participatory culture, Ethical issues of audience research, combining offline and online research, etc.

The second part is a research assignment in collaboration with a societal partner. It can take the form of designing an exhibition, designing an art education activity, event or programme for a specific target group and institution, evaluating an education program, exhibition, presentation or app.

The focus of period 4 is on the critical analysis of cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice.

Job profile: Students wanting to work in Arts Marketing, Arts Education, Audience Research, Curation, Programming, Cultural Policy, academic research in the field of arts and audiences.

Course objectives

At the end of the course you are able to:

- Demonstrate knowledge and understanding of the key theories, approaches, concepts and methodologies in Museum Studies, Audience research, curatorial Studies, and Cultural Education

- Demonstrate advanced knowledge of and insight into important issues in the fields of audience research, education, curatorship with an emphasis on participatory practices

- Differentiate between the relevant stakeholders, actors and factors in diverse practices related to audiences

- Use professional skills to work with audiences in the fields of arts and culture.

- Collaborate with a societal partner within a research assignment

- Critically analyse cultural practices with a focus on the relationship between art and audiences, and the implementation of the results into practice

Prerequisites

There are no pre-requisites for this module.

Recommended reading

to be announced

AHE4032

Period 4
5 Feb 2018
6 Apr 2018

Print course description
ECTS credits:
12.0
Instruction language:
English
Coordinators:
A. Elffers
E.L. Sitzia
Teaching methods:
PBL, Lecture(s), Work in subgroups, Working visit(s)
Assessment methods:
Final paper, Presentation
Keywords:
engaging audiences, participatory practices, Innovation, audience research, Cultural Education, Curatorship

Faculty of Arts and Social Sciences

Heritage and Society 2

Full course description

Period 4 will focus on the practical application of the theoretical insights developed during Heritage and Society I. During this course, the link with the professional heritage world will be established through guest lectures and project engagement. The lectures and seminars will revolve around the following questions: How can we understand the processes that turn historical events, cultural objects and practices into heritage? What gives meaning to the past? Who are the experts? Whose heritage is it? The main focus in this part of the course rests on discussing and understanding key transformations in heritage and society. This includes the transition from the local to the global (and back), the move from social to cultural memory, altering views on expertise and the shifting role of experts. Discussing those transformations will allow students to understand at the end of the course why heritage has become such an important aspect of contemporary society.

Job Profile: Heritage is a booming business, in research (demonstrated by the rise of memory and heritage studies) as in think tanks, the media and independent consultancies. Since questions of heritage preservation are often linked with questions of infrastructure, there is a growing need for graduates with expertise in this field.

Course objectives

At the end of the course you are able to:

- Discuss the most influential policies on the local, national and international level that have shaped the way heritage is defined, identified, produced, valued, managed, conserved and perceived

- Possess advanced knowledge of and insight into important issues and practices in the fields of memory, culture and heritage

- Use key theories, approaches, concepts and methodologies in Heritage Studies, Public History and Archeology Studies, Memory Studies and Museum Studies to discuss and understand key transformations in heritage and society

- Differentiate between the relevant stakeholders, actors and factors in memory and heritage practices

Prerequisites

None

Recommended reading

Connerton, P. (1989). How Societies Remember. Cambridge: Cambridge University Press.

Kopytoff, I. (1986). The cultural biography of things: Commoditization as a process. In The social life of things. Commodities in cultural perspective, ed. A. Appadurai, 64–91. Cambridge: Cambridge University Press.

Merriman, Nick (2004). Public archaeology. London: Routledge.

Smith, L. (2006) The Uses of Heritage, London and New York: Routledge

AHE4033

Period 4
5 Feb 2018
6 Apr 2018

Print course description
ECTS credits:
12.0
Instruction language:
English
Coordinator:
A. Sierp
Teaching methods:
PBL, Lecture(s), Work in subgroups, Working visit(s)
Assessment methods:
Final paper, Presentation
Keywords:
Collective memory, Identity, heritage, cultural policies, commemoration, collecting and conservation

Faculty of Arts and Social Sciences

Thesis

Full course description

A Master Thesis should consist of a well-argued research paper that presents the findings of an independent methodical scholarly enquiry. It should demonstrate that you are able to:

- devise and conduct research of a limited size with the use of methods and

techniques relevant to the discipline or domain of the research question

- articulate a clear and feasible research question

- collect and use in a meaningful way the sources and literature that are required to answer the research question

- analyze and make an argument in a critical way

- write academically

- use the results to articulate a well-rounded and convincing conclusion.

Students who are part of the Thesis Track write a thesis of 15.000 to 18.000 words.

AHE4800

Period 5
9 Apr 2018
8 Jun 2018

Print course description
ECTS credits:
18.0
Instruction language:
English
Coordinator:
E.L. Sitzia
Teaching methods:
Research
Assessment methods:
Final paper
Keywords:
Research

Semester 2: option academic internship

Faculty of Arts and Social Sciences

Preparation Academic Internship

Full course description

Students who choose to go on an academic internship are required to take the Academic Internship Self-Study Module (5 ECTS). This module helps you in preparing yourself for the internship and for the use of your internship work in your thesis by analysing the internship organization, researching important academic and societal debates relating to the internship work and studying methods that might be used in the thesis research. This independent study module requires writing a portfolio of approximately 5000 words for your university supervisor of the internship.

AHE4050

Period 4
5 Feb 2018
9 Mar 2018

Print course description
ECTS credits:
6.0
Instruction language:
English

Coordinator:
A. Elffers

Faculty of Arts and Social Sciences

Internship

Full course description

Going on an academic internship (10 ECTS) means that your internship and thesis are connected. A large part of the work that you do in the internship will be used in your thesis. It requires that you will be well prepared before you start the internship and that you will be able to influence what you work on during the internship. Using the internship work in your thesis can take different forms. One of the options is a research internship. In that case you will carry out a research project as your internship task, the results of which you can use to (partly) answer the research question of your thesis. Another option is that the internship organization will function as a case study in your thesis research. This requires that the internship will give you the opportunity to make an in-depth study of the functioning of (part of) the internship organization. This requires access to documents, meetings and the possibility to interview key figures in the organization. It is also possible that you test out a theory in practice during your internship, for example by designing and carrying out certain programmes or projects and testing the results.

AHE4990

Period 4
12 Mar 2018
29 Jun 2018

Print course description
ECTS credits:
10.0
Instruction language:
English
Coordinator:
J.J. de Jong

Faculty of Arts and Social Sciences

Internship report

Full course description

After finishing the academic internship students are required to write an internship report of 4000 - 5000 words (2 ECTS) that presents and reflects upon the work done in the internship and functions as the starting point for the thesis writing process.

AHE4991

Period 4

12 Mar 2018
29 Jun 2018

Print course description
ECTS credits:
2.0
Instruction language:
English
Coordinator:
J.J. de Jong

Faculty of Arts and Social Sciences

Internship Thesis

Full course description

The internship thesis of minimum 12.500 words (12 ECTS) is an essential part of the final work you do in the Master. It is the decisive test at the end of your educational programme. A Master Thesis should consist of a well-argued research paper that presents the findings of an independent methodical scholarly enquiry. It should demonstrate that you are able to: - devise and conduct research of a limited size with the use of methods and techniques relevant to the discipline or domain of the research question - articulate a clear and feasible research question - collect the sources and literature that are required to answer the research question - use the results to articulate a well-rounded conclusion The internship thesis is an academic thesis. This means that academic theories on the subject are an integral part of the thesis, in the shape of a theoretical framework. It is appreciated when the student is able to choose an ‘approach of his or her own’. Reflecting on the subject is essential. Including a practical component in the thesis is allowed and even expected in case of an internship thesis, but the connection between practice- or case study and theory will have to be clearly explained.

AHE4890

Period 4
12 Mar 2018
29 Jun 2018

Print course description
ECTS credits:
12.0
Instruction language:
English
Coordinator:
J.J. de Jong