



Bachelor in

Arts and Management (B.A.)

Your Profile

Management in the world of culture aims to give humans that emotional connection. You want to understand why people visit Wacken festival and why the MoMa is famous. You believe management is more than looking at numbers and having a profit-only mentality: **It is a matter of creative thinking and critical reflection and generating a strategic and purposeful vision.** In particular, thinking like an artist can open eyes and develop new perspectives in management. In short: It's the 'Art of Management'.

Key Information

The curriculum combines a **critical and integral perspective on management studies** with a focus on the **culture and different fields of arts**. It refers to fine arts, theatre, movies, literature and more. In a variety of modules students learn the theory and history of arts, the critical potential of artworks, challenges in managing the arts and the interrelations of arts, politics, society and economy.

There is a strong focus on applied skills like project management, consulting companies, but also developing creative methods for individual cultural projects. During the semester abroad, the students can specialize their skills at one of our partner universities.

Career Opportunities

- City or Region Marketing
- Creative Entrepreneur
- General Management
- Museum or Theater Management

Timeline and Credit Points

Duration 6 semesters	Study program start Fall semester	Total ECTS 180 Credits
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Contact:

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Application Deadline

Applicants within the EU:

September 1st

Applicants from outside the EU:

July 15th or later, depending on the visa process of your home country.

Requirements

- **No NC (Numerus Clausus) required (individual selection process)**
- **Certificate of secondary education.**
For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- **Proof of English language proficiency.**
You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- **Online application (including motivation letter).**
- **Successful interview with admissions and head of study program.**

Tuition Fees

- 790 € per month
- In addition, a mandatory student union fee of 67.70 € per semester

[Click here to apply online](#)

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