Welcome to our Degree Programme

Arts Management and Cultural Work
1. WHY TO GO TO POTS DAM, GERMANY?

“First of all be open-minded. There will be some habits and customs that you don’t understand or you don’t like but you just have to understand that the culture is different than your home country’s culture.”

Hanna (22), Helsinki

“At some point you will probably suffer from homesickness. The only way to get rid of homesickness, is to get out from your flat and start to meet new people and explore Potsdam and Berlin. If you just stay at home alone, you will miss your home country and friends a lot. But when you find your new group of friends, it’s going to be great.”

Agneta (23), Riga

„Bike through Potsdam!”

Milan (24), Brno
Discover and enjoy: Potsdam & Berlin

Potsdam is a beautiful city full of heritage and amazing architecture like the Castle Sanssouci. You can enjoy trips through the beautiful landscape, because Potsdam is located within lots of beautiful lakes. Potsdam is also full of culture: You can visit the film studios, go to the theatre or see some great exhibitions. In your free time you can also hang around in the city centre and enjoy the taste of several nice bars and bistros or go shopping.

Berlin is very close, it’s only a 30 minutes train-trip and you can enjoy Germany’s most exiting city and its cultural variety. The city is full of history and artistic movement – so there’s a lot to explore. And what’s famous about Berlin as well is its vibrating nightlife in several bars and clubs where you can meet people from all over the world.

Travel around: inside & outside Germany

From Berlin you can catch a train to Hamburg, another well-known and interesting big city in Germany which has one thing Berlin doesn’t have: A harbour. If you want to go closer to the sea, just stay in the train a few minutes longer and travel to the baltic coast of Germany.

If you want to see another country, Poland is very close. You can go by bus or with special train tickets for a small amount to visit Poznan, Krakov or Warsaw. Or do you want to visit Prague, one of the most beautiful cities of the world? It’s only a 5-hours-train-trip away.

Obviously, these are just a few suggestions of where you can go to nice trips around here. Probably you even have to come back or stay longer because one semester passes sooner as you think! :}
2. GENERAL INFORMATION ABOUT ARTS MANAGEMENT AND CULTURAL WORK

- The degree programme Arts Management and Cultural Work is an indispensable qualification for a career in cultural mediation and management in both the non-profit and commercial sectors. Cultural work is regarded as a means to design social and aesthetic processes and this is reflected in the programme.

- The degree programme seeks to train students in the cultural management of institutions and projects and in cultural mediation through a broad range of cultural-scientific theory and managerial practice courses.

- Taught courses are available on the following topics: cultural studies and cultural and educational policy; cultural philosophy and aesthetics; cultural management and project work; media theory and practice; self-management and presentation.

- The department of Arts Management and Cultural Work at the Potsdam University of Applied Sciences is particularly devoted to international cultural work and organises international projects, student exchanges, internships abroad and conferences on the topic of international culture management.
3. FORMALITIES

Application process

To apply as a guest student for a stay at the Fachhochschule Potsdam, please fill in the application form (http://www.fh-potsdam.de/fileadmin/user_upload/studienangelegenheiten/international/documents/incomings/fhp_international_application_incomings.pdf) and send this via email to the International Office: kotulla@fh-potsdam.de.

For all applications, whether Erasmus, through other collaborations or outside of a cooperation the following deadlines (exclusion of notice) are:

For the winter semester: June 1
For the summer semester: November 1

After receipt of your application, the department will check your documents according to their respective admission requirements (for instance language skills, portfolio, etc.). You will then receive a confirmation of acceptance by the International Office or possibly a rejection.

The application process includes the Learning Agreement, which means your prospective timetable during your stay abroad. Because we offer different courses in English in each semester, don’t fill in the titles of courses but choose modules 1 to 5, each with 6 Credit Points! > Behold Chapter 4, Core Modules

After your arrival and first orientation you can compile your detailed course program. Depending on your language skills it may also be a mixture of German and English courses.

→ TUITION FEE

There are no tuition fees, but for enrollment you have to pay a semester charge of approximately 270 €. For that you get a semester ticket for using every public means transport of in Potsdam and Berlin.

→ TRANSCRIPT OF RECORDS

At the end of the semester you will receive your transcript of records. A transcript of records is a collection of all your courses attended, according to subjects, including grades and ECTS points.
In this chapter you will find the descriptions of our core modules. We also will give you some examples for courses in English. We offer some different courses in each semester in English – but the main programme is in German.

Please NOTICE that these are just EXAMPLES and we can’t guarantee to offer those particular courses again. It’s just to give you an idea of our timetable.
Module 1: Cultural Philosophy and Aesthetics

Aesthetics are a central dimension of cultural exchange. Cultural work students are therefore offered the opportunity to analyse and evaluate the arts and art institutions as well as the aesthetics of the living environment in its cultural meaning.

The module Cultural Philosophy and Aesthetics addresses theoretical approaches (i.e. aesthetic categories) and different fields of aesthetic practise and expression (aesthetic configurations, art mediation). Students gain a basic knowledge of the theory, methodology and history of aesthetics. The course permits students to reflect on various aesthetic theories and forms of expression.

Module 2: International Cultural Work

In this module, students are given a basic introduction to European and international cultural policy and history. This enables comparative analysis of the challenges in German cultural work with other countries.

Additionally, the course provides practical instruments for intercultural cooperation.

Note: In the international seminars there are often excursions which enable students to observe international cultural work and to combine theory and praxis.

ACH, EUROPA
(PROF. DR. HERMANN VOESGEN)

This course provides the basic lines of European cultural history and the current cultural policy in Europe. By comparing the cultural policy in European countries, the German discussion is placed in an international context.

→ ORCHESTRA MANAGEMENT
(DR. KNUT ANDREAS)

Besides the profession of musicians, chamber- and symphony orchestras combine several creative and organisational functions, such as concert planning (content & logistics), orchestra development, PR, educational programmes, fundraising and administration. This seminar will deliver insights into the management of orchestras and the world of concerts and in addition will discover new concert strategies.

Regular attendance and active participation are basic seminar requirements and obligatory for all participants.

Key themes:

Myths and ideas of Europe
- Main elements of European history
- The development towards a European Union
- The framework of European institutions
- Creative Europe – the EU program to support culture in Europe
- European projects, selected by students

The course is accompanied by international projects (with extra assignment):
- Evaluation for the theatre festival in Brno
- Exchange program with Hogeschool Amsterdam: Cultural tourism in Berlin and Amsterdam.
- Other international projects are possible
Module 3: Cultural Studies and Cultural and Educational Policy

This module deals with regional and city-specific cultural development and changes in the context of globalisation.

The main aspects of the course are:

- Glocalization (regional tendencies which conflict with globalization)
- The role of the city in a global context, urban sociology / urban ethnology
- New conditions: city vs. country / periphery vs. centre
- growth vs. contraction /development vs. shrinking
- research into regional cultural development processes

The goal is to gain a sophisticated view on regional and urban cultural work and its international dimensions.

Module 4: Media Theory and Practice

The main goal of the module is to learn about media techniques and the historical development of various media, in order to analyse media interaction in a global context and to discuss international perspectives and current issues in the media. The philosophy and theory of media and art will be discussed by means of examples and critically related to one other.

The course provides students with an interdisciplinary introduction to media techniques, historical developments in an intercultural comparison and international debates.
Under the heading “internal marketing”, students have the opportunity to study organisational analysis and design and human resource management in this module. Students learn about classical and modern organisational theories, organisational change in cultural institutions and its implications for the human resource management and instruments for organisational analysis and development. Start-up businesses, accounting and public relations are also dealt with in the course.

Module 5: Cultural Management and Project work

The post-growth discussion refers to the limits-to-growth dilemma, the fact that, on a planet of finite resources, economies and populations cannot grow infinitely. Partly connected with this understanding is the cultural critic of abundance and superficial consumption. On the one hand cultural management is one of the drivers and ideological supporters of the ongoing process of growth (creative industries). On the other hand, culture managers are activists in post-growth initiatives and projects (slow, sharing, up-cycling). In the course we will discuss key texts/concepts and research cultural projects focussing on alternative ways for a „good life“.
5. SURVIVAL KIT

“If you don’t know something about your study ask Mrs. Redies – she knows everything and she is very nice.”

Agneta (23), Riga
Where to find us:
Campus Fachhochschule, Kiepenheuerallee 5, 14469 Potsdam

- From Berlin Tegel Airport it will take about 1,5 hours by local public transportation: Tegel-Airport (Berlin) Bus - X9, direction S+U Zoologischer Garten; Change at Underground Jakob-Kaiser-Platz (Berlin) to Underground - U7, direction U Rudow (Berlin);
- Change at Underground Wilmersdorfer Str. (Berlin) to Suburban Train Station (S-Bahn Berlin-Charlottenburg), take the Regional Train or S-Bahn to Potsdam Main Station (Potsdam Hauptbahnhof);
- Change at Potsdam Main Station to Tram 92 or 96, direction Kirschallee or Viereckmise; Exit at stop „Campus Fachhochschule“.

Buddy-Programme:
We established a „buddy programme“ in our department. That means that each ERASMUS student who comes to study arts management and cultural work will have a German student as a buddy who’ll help him/her with the first questions before and while the arrival time as well as during their whole stay.

Contacts:
For general information about application and formalities contact the International Office

→ DR. UTA KOTULLA
ERASMUS INSTITUTIONAL COORDINATOR
+49 331 580 2010
kotulla@fh-potsdam.de

A team of students from the Fachhochschule Potsdam support and look after the international students at the university. They organize international evenings, various cultural excursions and events connecting the German and foreign students, organize language tandems and if there are department-specific questions, representatives from the various courses of the FHP will help you.

For questions write us or talk to us - we are happy to help!

→ TABEA NISCHIK
FHP CONNECT
international-ka@fh-potsdam.de

Degree Programme „Arts management and cultural work“
If you have any problems or questions about your studies, timetable, credits, grades or something else, don`t hesitate to contact us:

→ UWE HANF
INTERNATIONAL COORDINATOR
+49 331 580 1618
mobil +49 170 210 1901
hanf@fh-potsdam.de

→ SIGRID REDIES
TEAM ASSISTANT
+49 331 580 1601
redies@fh-potsdam.de

→ PIA WAGNER
STUDENT ASSISTANT FOR “KULTURARBEIT PLUS”
There is a student assistant working for the exchange programme and the internationalisation of the department.

The current assistant is Pia Wagner, student in the 8. Semester of arts management and cultural work.
kulturarbeitplus@fh-potsdam.de