Programme Overview

The educational aims of this programme are informed by Goldsmiths' and our partner institutions' declared focus on 'the study of creative, cultural and social processes'. Our collective approach is to develop arts administration as a creative discipline within arts organisations and to take a 'creative' approach to new models of theory and practice.

This degree will be taught in partnership for certain pathways with the Music Department and The Department of Theatre and Performance and with key individuals and representative industry organisations in the cultural sector. This programme is designed to allow students to gain the knowledge and skills to operate effectively within the cultural sector in a diversity of roles. These will range from those in administration and management within arts organisations to those within the local, national and international cultural infrastructures. Students will be introduced to the specialist skills of the sector but will also be able to engage with wider cultural debates. They will be able to build on a historical and theoretical understanding of cultural and creative systems (from a number of countries) and organisations to inform innovative practice in areas such as strategic planning, programming, audience development, fundraising, intercultural work, cultural leadership, arts education, copyright, cultural tourism, cultural relations and diplomacy and cultural identity. All management and policy approaches on the programme start with creative arts and potential audiences.

Programme Entry Requirements

This Masters Programme is aimed at graduates and those already working within creative and cultural industries. Students should either have an undergraduate degree in the social sciences or humanities: including the creative areas of drama, dance, music, visual arts, film, video or media, or in an area of design as well as economics and cultural studies. It is likely that candidates will have an interest in developing an entrepreneurial approach to their own practice or that of colleagues (as part of a team), or an interest in developing the creative and cultural industries infrastructure of a town/city/region. A 2:1 class honours degree or its equivalent in a relevant discipline (outlined above) is normally required. Non-native speakers of English will have to achieve a score of IELTS (6.5) and will be encouraged while studying to use the resources of the English Language Centre.
Interviews will be undertaken in person or by phone/Skype. Applications will be initially processed by the programme director to check for suitability to the programme and then passed to admissions tutors for the options in appropriate departments for interview. For those candidates where their application indicates a clear interdisciplinary between departments joint or sequential interviews may be required.

CPD: Modules within this Masters Programme can also be taken as Professional Development as ‘stand-alone’ modules. This can lead on a credit basis to the full Masters degree – progression to the dissertation can be achieved by passing the four main modules.

**Aims of the programme**

To enable students to build on their existing experience or interest to develop knowledge and skills within arts administration and cultural policy.

To enable students to develop a critical understanding of the cross sector and interdisciplinary nature of both cultural organisations and the infrastructure, both state and commercial that supports them.

To provide the context for students to develop their own thinking related to the sector in an environment where they will receive expert academic and practitioner supervision.

To enable students to both engage with the key issues of the discipline and provide them with a body of work that can be used to develop a career within the sector.

To enable students through a work placement to gain experience of a work environment but also to be able to critically analyse the ‘culture of the organisation’ and its management practice.

To enable students through group based work, with colleagues from a diversity of cultures/countries to develop an understanding and practice of communication [particularly cross-cultural] and leadership skills.

**What you will be expected to achieve**

By fully participating in the programme students will have developed knowledge and understanding and will be able to:

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Taught by the following modules</th>
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<tbody>
<tr>
<td>A1 Have an informed critical understanding on the forms and formation of Cultural Policy in</td>
<td>Cultural Policy and Practice Dissertation</td>
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<td>a number of countries - through both primary engagement with, as well as through writings</td>
<td></td>
</tr>
<tr>
<td>about, cultural policy.</td>
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<tr>
<td>A2 Inform and shape their various practices (as administrators, managers, practitioners,</td>
<td>Cultural Policy and Practice Dissertation</td>
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<tr>
<td>policy makers etc.) in response to contemporary and emerging developments in the cultural</td>
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<tr>
<td>and creative industry sectors.</td>
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<tr>
<td>A3 Understand the complex relationship between theory and practice within the development of</td>
<td>Cultural Policy and Practice Dissertation</td>
</tr>
<tr>
<td>cultural policy and its impact on cultural organisations in different cultural contexts.</td>
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<tr>
<td>A4 Understand and evaluate contemporary administrative and management practice within arts</td>
<td>Management and Professional Practice 1: Work Placement report</td>
</tr>
<tr>
<td>organisations and their own potential professional practice in relation to them.</td>
<td>Management and Professional Practice 2: Business Planning for Arts</td>
</tr>
<tr>
<td>A5</td>
<td>Understand the key interdisciplinary and cross sector elements that contribute to creating a physical and economic environment/infrastructure conducive to supporting and developing arts activity and more broadly the creative industries.</td>
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<tr>
<td>A6</td>
<td>Understand the relationship between the Cultural Sector and that of the Creative Industries</td>
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### Cognitive and Thinking Skills

| B1 | Develop a reflective approach to the development of their administrative and management practice. | Taught by the following modules: Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations |
| B2 | Analyse political, economic, social, technological, and legal contexts in relation to developing a cultural policy. | Taught by the following modules: Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations |
| B3 | Analyse the inter-relationship and inter-dependence of cultural organisations in the state and/or commercial sectors. | Taught by the following modules: Cultural Policy and Practice Dissertation |

### Subject Specific Skills and Professional Behaviours and Attitudes

| C1 | Demonstrate an ability to analyse cultural policy at a micro and macro level. | Taught by the following modules: Cultural Policy and Practice Dissertation |
| C2 | Apply a management structure, principals and planning skills to cultural projects and organisations. | Taught by the following modules: Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations |
| C3 | Demonstrate an understanding of different producing models of cultural organisations. | Taught by the following modules: Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations |
| C4 | Work effectively as a member of a team and/or as a leader in developing an administrative/management approach to a creative project or organisation. | Taught by the following modules: Management and Professional Practice 1: Work Placement report |

### Transferable Skills

| D1 | Employ effective communication skills. | Taught by the following modules: Cultural Policy and Practice Dissertation Management and Professional Practice 1: Work Placement report Management and Professional Practice 2: Business Planning for Arts Organisations |
| D2 | Create a strategic plan for a cultural organisation. | Taught by the following modules: Management and Professional Practice 2: Business Planning for Arts Organisations |
Organisations

Develop and employ learning strategies for the ongoing acquisition of skills and knowledge.

Cultural Policy and Practice Dissertation
Management and Professional Practice 1: Work Placement report
Management and Professional Practice 2: Business Planning for Arts Organisations

Summarise arguments of varying degrees of complexity and to present summaries in written form, indicating key issues and priorities for more detailed consideration.

Cultural Policy and Practice Dissertation

Present systematically organised arguments orally to groups, and to defend them in critical discussion.

Cultural Policy and Practice Dissertation
Management and Professional Practice 2: Business Planning for Arts Organisations

How you will learn

Methods
Goldsmiths recognises the importance of supporting student learning with high-quality teaching through a variety of mechanisms, lectures, seminars, workshops, group research projects with significant levels of individual tutorial support, particularly for dissertations. A significant amount of the learning will be delivered through group projects and activities this is designed to develop students’ individual communication skills and an experience similar to that of the workplace environment as most organisations in the sector work in task based teams.

VLE (Virtual Learning Environment)
This MA has an extensive VLE resource for reference documents and group forum work. Peer learning is encouraged through interaction between VLE resources and group work.

Practitioners
Expertise is provided by departmental staff in all participating departments who are not only dedicated, experienced teachers but are also distinguished practitioners and researchers in their own right, working in national and international contexts. This programme also draws on a large pool of visiting practitioners, academics and those working in the cultural sector to provide a breadth of expertise and contact with current practice, both UK and internationally. [See Partners in Learning Appendix]

Studying Arts Administration and Cultural Policy in London
The UK has a large cultural sector in both the state and commercial sectors. Many of these organisations, theatres, orchestras, arts centres and festivals are based in London, although the programme will also draw on relationships with creative organisations across the UK [in particular in Manchester]. These organisations provide a unique research and placement resource. In addition there are also further subject specific resources within industry support organisations such as AMA Arts Marketing Association, The Agency and Engage as well as European resources through ENCATC [European Network of Cultural Administration Training Centres], AAAE [American Association of Arts Educators] in the USA and ANCER in Singapore

International Perspective
Many students on the Programme come from overseas making a valuable contribution to the learning environment by providing an international perspective on cultural policy and cultural and, creative issues from their respective countries. In addition staff members have considerable expertise and experience of working and researching internationally in areas that are directly relevant to the programme.
How you will be assessed

The mix of assessment approaches across the programme is specifically designed to encourage students to engage with developing their own pathway within a supportive framework. This will provide them with the flexibility to undertake assessment within the programme that relates to their own learning style but also potentially providing them with outputs that can be used to develop their careers. We recognise that students must be provided with feedback on their progress and achievements in order that they develop their capacity to judge their own performance against the required standards. We therefore incorporate feedback at all stages in the programme and provide it in a number of ways e.g. individualised formal written feedback, oral feedback, collective feedback, peer feedback etc.

Students’ written work will be assessed in a manner appropriate to the requirements of any particular assignment. See also Additional Criteria below.

In relation to assessed written modulework students are assessed with regard to:
- An ability to write lucidly and with focused relevance
- An ability to identify and examine key issues in relation to the work in hand
- An ability to draw upon and evaluate primary and secondary sources as appropriate
- An ability to sustain a critical response through the development of coherent analysis
- Evidence of insight, intelligence and stylistic aptitude in presenting written criticism
- An ability to present the required work in a clear and appropriate form.

In relation to assessed practice based or Portfolio modulework students are assessed with regard to:
- An ability to reflect the practice accurately in a written or portfolio format, or both
- An ability to identify and examine key issues in relation to the work in hand
- An ability to draw upon and evaluate primary and secondary sources as appropriate
- An ability to sustain a critical response through the development of coherent analysis
- Evidence of insight, intelligence and stylistic aptitude in presenting written criticism and an aptitude to use the portfolio format creatively
- An ability to present, where relevant, a business plan that is accurate and sustainable for the applied context

The Institute uses a variety of forms of assessment for different functions. Clearly, many assessments contribute to the classification of your degree, but other assessments are designed for diagnostic and developmental purposes. All assessment assignments must be completed by the stated submission deadline, whether they contribute directly towards the classification of your degree or form part of the regular monitoring of your progress and development.

Diagnostic assessment
ICCE students will undertake, in term 1, diagnostic writing or projects that will receive formative assessment and feedback but not count towards the degree – they will NOT be given a mark. This is to particularly assist student who have returned to Higher Education or come from a different cultural background.

Forms of Assessment
ICCE prides itself on giving rigorous training in the various, and equally important, elements which comprise the subject area of the disciplines covered. It is therefore appropriate that your progress is monitored through assessments which encourage the full range of critical approaches, theoretical models and modes of expressions.

Writing skills and presentation
Standards of expression and presentation are taken into account in the assessment of all written submissions. Work will be penalised if not properly presented. Work will normally be penalised if it is 10% more than or 10% less than the required word count.
Postgraduate (taught) degrees
Final marks are agreed at the Department of ICCE Sub-Board (MA students) in October/November, attended by both internal and Visiting Examiners. They are then ratified by the Chair of the College Board of Examiners.

The Sub-Board considers your final mark in relation to your entire portfolio of marks and any mitigating circumstances that might apply. It makes classification recommendations to the Chair of the College Board of Examiners, who will determine finally the classification of the degree which the College will award.

ICCE also has a Part in Advance Exam Board in June. This is to progress part-time students into their second year. The Board will also consider marks from term one modules and is therefore able to offer September re-sits for failed modules.

Moderation of degrees
All assessments and examinations are second-marked by internal examiners. They are then subject to monitoring by our Visiting Examiners who are appointed by the College. The principal role of Visiting Examiners is to safeguard the standards of assessment both internally within the Department and externally in comparison with other, similar, University departments/degrees. Visiting Examiners will sample work from the entire range of essays, reports, examinations, project work, and production outcomes. They will then discuss marks with internal examiners and tutors.

Marking criteria

<table>
<thead>
<tr>
<th>Mark</th>
<th>Descriptor</th>
<th>Specific Marking Criteria</th>
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<tbody>
<tr>
<td>80-100%</td>
<td>Distinction (Outstanding/Exceptional)</td>
<td>Represents the overall achievement of the appropriate learning outcomes to an exceptionally accomplished level. Marks in this category will be awarded for work which demonstrates a conceptual mastery of the material, is highly original and potentially shows new insights into both business and the application of creative process.</td>
</tr>
<tr>
<td>70-79%</td>
<td>Distinction</td>
<td>Represents the overall achievement of the appropriate learning outcomes to an excellent level. Marks in this category will be awarded to work which shows conceptual and stylistic distinction; which features a secure and discriminating acquaintance with the field of study; which engages with the subject in a notably intelligent way; and which is clearly and accurately presented. The work will be of excellent achievement in all or a consistent combination of the above areas</td>
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<tr>
<td>60-69%</td>
<td>Merit</td>
<td>Represents the overall achievement of the appropriate learning outcomes to a very good level. Some of the qualities of first-class work may be found in this category but the difference will be either of degree or realisation. The work will be characterised by soundness of argument or analysis, acquaintance with the field of study, coherence and relevance. The work should be of high merit in all these areas, or considerable merit in some areas and a good standard in others.</td>
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<tr>
<td>50-59%</td>
<td>Pass</td>
<td>Represents the overall achievement of the appropriate learning outcomes to a threshold level. Marks in this range will reflect solid competence and achievement, although the work might be partial rather than consistent in clarity, precision and effectiveness. (It might, for example, rely too heavily on secondary sources at the</td>
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</table>
expense of personal critical activity; be insufficiently detailed; or tend towards description rather than analysis.) The work should be of good standard in the areas listed in the classification above or good in some areas and of a satisfactory standard in others.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Mark Range</th>
<th>Grade Description</th>
<th>Additional Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-49%</td>
<td>Fail</td>
<td>Represents an overall failure to achieve the appropriate learning outcomes. Marks in this range will reflect work that is significantly inconsistent or flawed in relation to all or some of the areas listed above. The work relies heavily on a very limited research and is descriptive rather than analytical in nature.</td>
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<tr>
<td>10-29%</td>
<td>Bad fail</td>
<td>Represents a significant overall failure to achieve the appropriate learning outcomes. The work will be significantly flawed, not respect appropriate reading or knowledge of the subject area and will have attempted to address one of the learning outcomes, but not all of them.</td>
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</tr>
<tr>
<td>1-9%</td>
<td>Very bad fail</td>
<td>A submission that does not even attempt to address the specified learning outcomes (shall be deemed a non-valid attempt and must be re-submitted).</td>
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</tr>
<tr>
<td>0%</td>
<td>Non submission or plagiarised</td>
<td>A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment</td>
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How the programme is structured

Duration of programme of study: Full-time: One calendar year
Part-time: Two calendar years

CPD: With progression to the full degree, the dissertation/portfolio taken within four calendar years
The Masters programme will contain four taught modules and a further dissertation component. Students will have a range of choices throughout the degree enabling them to design a pathway that is most relevant to both their academic, and career ambitions. Whilst all students will take modules 1, 3 and 4 students can choose between options offered for their chosen pathway for module 2. Attendance is mandatory for all taught sections of the programme.

Degree Structure

- Cultural Policy and Practice (DR71045A) 30 Credits Term 1 [also a shared module]
- Management and Professional Practice 1: Work placement (DR71078A) 30 Credits Term 2 & 3
- Management and Professional Practice 2: Business Planning for Arts Organisations (DR71079A) 30 Credits Term 1, 2 & 3
- Shared Modules (See appropriate codes below) 30 Credits Term 2 Chosen from [see below]
- Dissertation (DR71068A)
- 60 Credits Term 1, 2 & 3

Academic Year of Study 1 or 2

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credits</th>
<th>Level</th>
<th>Module Status</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Policy and Practice</td>
<td>IC71110A</td>
<td>30</td>
<td>7</td>
<td>Core</td>
<td>1</td>
</tr>
<tr>
<td>EITHER</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management and Professional Practice 1:</td>
<td>IC71112A</td>
<td>30</td>
<td>7</td>
<td>Optional</td>
<td>2 and 3</td>
</tr>
<tr>
<td>OR</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Management and Professional</td>
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</table>
Academic support

Support for learning and wellbeing is provided in number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

Students are allocated a personal tutor and a Senior Tutor in each department has overall responsibility for student progress and welfare. Departments arrange regular communication to students in the form of mailings and meetings as well as regular progress reports and feedback on coursework and assignments. This is in addition to scheduled seminars, tutorials and lectures/workshops.

Personal tutors will invite students to meet in the first two weeks of a new term and regularly throughout the duration of a programme of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This way progress, attendance, essay/coursework/assessment marks can be reviewed and an informed discussion can be about how to strengthen learning and success.

Students are sent information about learning resources in the Library and on the VLE so that they have access to programme handbooks, programme information and support related information and guidance. Timetables are sent in advance of the start of term so that students can begin to manage their preparation and planning.

Taught sessions and lectures provide overviews of coursework themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Coursework essays build on lectures and seminars so students are encouraged to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

In depth feedback is provided for written assignments and essays via written feedback forms and formative feedback with module tutors/leads is provided to endure that students’ work is on the right track. Feedback comes in many forms and not only as a result of written comments on a marked essay. Students are given feedback on developing projects and practice as they attend workshops and placements.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is clearly provided on the College Website and as new students join Goldsmiths through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning & teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The Inclusion & Learning Support and Wellbeing Teams maintain case loads of students and provide on-going support.

The Careers Service provides central support for skills enhancement, running the Gold Award Scheme and other co-curricular activities that are accredited via the higher education achievement award (HEAR).
The Academic Skills Centre works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision throughout the year, which students can access directly at gold.ac.uk/eas/.

Links with employers, placement opportunities and career prospects

It is intended that students completing this programme will seek employment primarily in two areas. Developing a career within cultural organisations in both the state and independent sectors from large building based venues to small scale specialist or touring organisations. Or contribute to the cultural support infrastructure from government at local, national or international level, or to independent cultural organisations operating in the same field including NGOs. Others may wish to work independently in a new or existing interdisciplinary organisation utilising their own ‘expertise’, ‘consultancy’ or ‘knowledge’. It is understood that many careers will cross sectors and art-forms and students will be equipped to take advantage of this.

Partners in Learning
An indicative list - The Majority are used by MA Arts Administration and Cultural Policy, some by MA Creative and Cultural Entrepreneurship. There are also many others we call upon for specialist input. Personnel from all of the below have either taught or provided a placement in their organisation (in many cases both) on the programme, some for the last 8 years. Alumni also now work for a number of them.


The requirements of a Goldsmiths degree

Master’s Degrees
All Master’s degrees at Goldsmiths have a minimum value of 180 credits. Programmes are comprised of modules which have individual credit values. In order to be eligible for the award of a Master’s degree students must have passed all modules on the programme.

Intermediate Exit Points
Some programmes incorporate intermediate exit points of Postgraduate Certificate and Postgraduate
Diploma, which may be awarded on the successful completion of modules to the value of 60 credits or 120 credits respectively. Individual programmes may specify which, if any, combination of modules are required in order to be eligible for the award of these qualifications. The awards are made without classification.

Final Classification
There are four possible categories of final classification for Master's degrees: Distinction, Merit, Pass and Fail.

For further information, please refer to the Regulations for Postgraduate Taught Students, which may be found here: http://www.gold.ac.uk/governance/studentregulations/.

Programme-specific rules and facts

The programme complies with Academic regulations. However, it should be noted that in what regards the part-time pathway of the programme, the following rules apply:

- The dissertation can only be submitted in Year 2.
- Part-time students must normally pass all assessments taken in Year One before proceeding to Year Two. The minimum number of modules to be able to progress to the second year is 60 Credits.

How teaching quality will be monitored

Goldsmiths employs a number of methods to ensure and enhance the quality of learning and teaching on its programmes.

Programmes and modules must be formally approved against national standards and are monitored throughout the year in departmental staff / student forums and through the completion of module evaluation questionnaires. Every programme also has at least one External Examiner who produces an annual report which comments on the standards of awards and student achievement.

This output is considered with other relevant data in the process of Annual Programme Review, to which all programmes are subject, and which aims to identify both good practice and issues which require resolution.

Every six years all programmes within a department are also subject to a broader periodic review. This aims to ensure that they remain current, that the procedures to maintain the standards of the awards are working effectively and the quality of the learning opportunities and information provided to students and applicants is appropriate.

Detailed information on all of these procedures are published on the webpages of the Quality Office (http://www.gold.ac.uk/quality/).