



MANAGEMENT OF SOCIO-CULTURAL ACTIVITY Profile of Educational Programme

Degree	Specialty	Educational Programme	Duration of studies
Bachelor	Management of Socio-Cultural Activity	Cultural Diplomacy	3 years 10 months (8 semesters)
Master	Management of Socio-Cultural Activity	Management of Socio-Cultural Activity	1 year 4 months (3 semesters)

WHAT STUDENTS STUDY

- Basics of Management and Designing, Entrepreneurship, Management of Socio-Cultural Activity, Strategic Management in Culture, Project Management and Fundraising, Marketing of Socio-Cultural Institutions, Cultural Aspects of Business, Legal Support of Socio-Cultural Activities, State Information Policy in Culture.
- Event Technologies, History and Theory of Socio-Cultural Activity, Cultural and Creative Industries, Technology and Practice of Socio-Cultural Activity, Socio-Cultural Animation, Museum Management and Innovations in Museology.
- History and Theory of Culture, Company Culture, Information and Communication Technologies, PR-Technologies, Social Communications and Social Partnership, Language and Ethics of Business Communication in Cross-Cultural Interaction.
- Digital Technologies in Information Activity, Electronic Record Keeping and E-Government, Web- Design and Computer-Aided Design.

ADVANTAGES OF CHOOSING THIS PROGRAMME

- Students of the Programme are instructed on promoting high cultural patterns, setting the stage for creative work of professional personnel of culture and art. Educational Programme aims to prepare specialists who are able to solve complicated practical tasks and problems in socio-cultural sphere, as well as in the sphere of education and science, creative economics and cultural practice, which require the use of theories and methods of cultural management. The essence of their activity is based on relations between the management of creative process, organization and economic activity.
- Good level of communicative competence, the ability to keep in touch with business partners, work in a team, readiness to improve and study throughout life; social and professional mobility; the ability to be active and make decisions quickly.
- Graduating students of the Programme can work as managers in cultural and creative industries; project managers in culture and diplomacy, cultural ambassadors; international cooperation experts in culture, education and art; art-dealers; curators of cultural and art projects.