Executive Master in Cultural Heritage
Creativity, innovation & management

Florence
A.Y. 2017/2018
Focus on heritage and creativity
Participants will be accompanied throughout the entire program, designed to help them boost competitive skills and develop creativity and innovation combined with a profound knowledge of cultural good in order to develop their skills, to think and to manage with a broad vision. What they learn in Italy will be applicable to their future professional experience wherever they will be committed to work.

Innovative method
The master brings together interdisciplinary and specialist activities, combining a unique executive program, a theoretical approach and a practical experience. Participants will learn in a variety of ways: lectures, seminars, testimonial events, problem-solving sessions, group projects, internship.

A unique experience in the heart of artistic and cultural heritage
The Studium Florentinum and the Opera di Santa Maria del Fiore, with their beautiful framework of unmatched masterpieces and artworks, offer participants an intimate and stimulating learning environment. The Florence setting is an active part of the master’s learning method and a realistic example of a creative industry.

Entrepreneurial approach
The cultural heritage is a real opportunity for the development of countries, economies, and people. What we need is to think in entrepreneurial terms: generating new ideas and overcoming challenges to make value within our historic and cultural goods.
Executive Master in Cultural Heritage: Creativity, Innovation & Management

The Executive Master in Cultural Heritage is a one-year, full-time program, taught entirely in English, that attracts candidates from all over the world. The Master is targeted at graduates and young professionals eager to take advantage of the global changes related to creative industries and tourism.

Thanks to Italian excellence in cultural heritage and entrepreneurial talent, the Master offers a solid foundation in management - with specific attention to the historical-artistic and tourism sectors, supporting innovation, creativity, and business development.

Learning objectives

The Master is designed specifically to bridge a strong theoretical approach with a more practical professional experience. The institution aims at protecting and promoting the religious, civic, cultural and historical functions of the monuments. The Florence milieu and the Opera di Santa Maria del Fiore represent a concrete model of modern entrepreneurship. Both offer candidates a genuine opportunity to learn through a real interactive experience: how to appraise, promote, maintain, and restore goods which are part of a Country's historical cultural heritage. In this context, people speak about “Italian creativity.”

The aim of the Master is to enable participants to:
- acquire a critical perspective on cultural development and promotion within an international context
- understand the complexity of heritage economics and management, its relationship to tourism, to place branding and to conservation issues
- develop the skills associated with the practice of cultural management
- develop the entrepreneurial skills to effectively leverage Italian and or international cultural heritage as the basis for viable new business initiatives
- construct their own executive program choosing between creative industries and tourism

Career opportunities & professional recognition

Heritage management and cultural tourism are fast growing niche markets, hence the Master’s approach will be useful for a great number of careers. The Master provides transferable skills as well as an integrated approach for different careers: in government agencies, private corporations, international organizations, NGOs, foundations, museums, theaters, art centers, galleries, festivals, heritage sites, academia in a wide range of professions.

Curriculum

The Program is organized into four learning areas:

1. Introductory upgrade web-based courses
2. Core courses (420h)
3. Field project
4. Final boot camp

1. Introductory upgrade web-based courses (e-learning mode)
- History of Western and Italian art
- Tourism context
- Accounting basic principles
- Introduction to business administration
- Introduction to marketing

Program name: Executive Master in Cultural Heritage: Creativity, Innovation & Management

Program type: Executive Master

School: Economics/Humanities

Campus: Studium Florentinum, Florence, Italy

Duration: January - December 2018

Total ECTS: 70
2. Core courses (420 h)
History of art and cultural heritage
- Conservation and innovation in cultural heritage
- Santa Maria del Fiore and Cathedral construction sites
- Museology and Museo dell’Opera del Duomo
- Art, society and communication in the Italian Renaissance
- Sustainability, maintenance, restoration management and programming
- Cultural heritage in UE law
Management
- Business strategy
- Accounting and finance
- HR management and service management
- Marketing, communications and place branding
- Intercultural management
- Operation and logistics
- Soft skills: negotiation, communication and leadership
Creativity, Innovation & tourism
- Introduction to creative industries, Innovation and tourism
- Landscape and cultural heritage in creative industries
- Service design in creative industries
- Management of creative destination
- Event design in creative industries

3. Field project
- Internship (3 months = 420h)
- Project work (1 month = 140h)

4. Final boot camp (32 h)

Industry connections: learning by doing
Classroom work and cultural context will be integrated through direct contact with the Florentine excellence and tradition in managing its historical patrimony as expressed by main local companies. The Master sets out to offer internships tailored to the candidate’s cultural background and professional aspirations: a business experience in which the participant can benefit from the company environment and the company can gain from the candidate’s intercultural skills.

The classroom will be divided into working teams. These teams will work together for the duration of the Master and will collaborate with professionals and mentors from sectors that could include:
- Museum/Monument/Gallery management
- Tourism services
- Tourism promotion
- Restoration and conservation management
- Cultural foundations
- Territorial promotion agencies
- Luxury & fashion
- Agri-food business
- ICT

- Finance
- Publishing

Coursework, exercises, and exams will require participants to apply the notions learned, to the specific organization in which they are inserted. The final project work or “Master Thesis” will be fruit of this integration between theoretical and practical knowledge. This innovative approach highlights the Florentine Opera’s winning business model and renders its activities a source of inspiration for new economic and cultural endeavors in Italy and abroad.

Scientific board
- Alessandro Rovetta, Università Cattolica, Master’s Director
- Marco Rossi, Università Cattolica
- Vito Moramarco, Università Cattolica
- Alessandro D’Adda, Università Cattolica
- Manuela De Carlo, IULM
- Luigi Dei, Università degli Studi di Firenze
- Francesco Gurrieri, Università degli Studi di Firenze
- Timothy Verdon, Stanford University, Opera di Santa Maria del Fiore

The ideal candidate
The Master is aimed at graduates and young professionals, from the fields of tourism, humanities or social sciences. Ideally, the candidate should have at least a few years work experience in the arts, culture, fashion or tourism field, typically in junior/middle management level positions. Candidates without any job experience or coming from other fields will also be considered, and evaluated according to their Curriculum Vitæ and outcome of the motivational interview. The Master is specifically designed to attract candidates who are interested in the heritage area, inclined to work in policy or management careers, as well as those who are primarily engaged with the cultural and sustainable side of tourism, dealing mainly with educational institutions.

Admissions requirements
Admission requirements
Completion of a Bachelor’s degree (minimum 3 years of study (180 ECTS) in Tourism, Humanities or Social Sciences, issued by a higher education institution accredited or recognized in the awarding country. The degree must be obtained by the end of July 2017.

Language requirements: English language proficiency
For applicants whose first language is not English they will need to either:
- Have a TOEFL IBT overall score of at least 80 or an Academic IELTS overall score of at least 6.0 or;
- Have successfully completed a degree program taught in the English language.

Executive Master List of Partner Companies
- Art Defender
- Aterla srl
- Azienda Agricola Case Basse di Gianfranco Soldera
- Azimut Holding spa
- BB spa
- BFC
- Business Strategies
- Chianti Banca
- China 2000
- Civita group
- Colorobbia spa
- Consorzio Vino Chianti
- Dr Vianjes
- ELe group
- Emilio Pucci
- Ermanno Scervino
- Fiatfer Unipersonale
- Galleria Tomassoni
- Giunti Editore
- Giusto Zerbe Espace
- Gruppo Berti
- Hitachi Rail Italy/Breda
- K-Systems
- La Marzocco
- Lanificio Faliero Sarti
- Officina Profumo Santa Maria Novella
- Officine Panerai
- Pandolfini Casa d’Aste
- PRT Immagine
- Rifa
- Salvatore Ferragamo
- Sammontana
- Sapaf
- Starhotels spa
- Stefano Ricci
- Tecnicoconferenza - TC Group
- Thales Italia
- The Florentine
September 15, 2017

Deadline 1: January 2018
Deadline 2: May 30, 2017
Deadline 3: June 30, 2017
Deadline 4: September 15, 2017
Deadline 5: October 30, 2017

Merit-based scholarships are also available.
Please check our website for updates: www.ucscinternational.it

Tuition fees & scholarships
The program cost is € 15,000 including all study materials, tutoring service, as well as free access to all campus facilities.

Important dates
Start Date: January 2018
Deadline 1: April 30, 2017
Deadline 2: May 30, 2017
Deadline 3: June 30, 2017
Deadline 4: September 15, 2017
Deadline 5: October 30, 2017

Please note:
- Deadline 1/2/3: priority consideration deadline is for all applicants. Candidates wanting to be considered for scholarships are advised to apply by this deadline as a majority of the scholarships will be assigned within this first call.
- Deadline 4: some scholarships may still be available but very limited. For greater chance to receive a scholarship it is advised to apply by the priority consideration deadline.
- Deadline 5: final deadline, no scholarships will be available

Please check: www.ucscinternational.it for updates or contact cultural.heritage@unicatt.it

Alumni Opportunities
At the end of the Master, Università Cattolica del Sacro Cuore and Opera di Santa Maria del Fiore will support the participants in the development of an Alumni Network, a reality in which each individual will be an ambassador of Florence, of the Opera del Duomo and of Italian know-how. The aim will be to maintain over time an enriching exchange of experience in order to enrich the international panorama of professionals involved in the area of management of cultural heritage.

An innovative partnership
Università Cattolica del Sacro Cuore and Opera di Santa Maria del Fiore have established their partnership based on a specific mission: educate people to beauty, innovation, creativity.

Università Cattolica del Sacro Cuore
Università Cattolica del Sacro Cuore is a comprehensive university, covering an impressive range of programs from Medicine, Law, Philosophy and the Arts, through to Economics & Business, Accounting & Finance, Agriculture, Psychology and Linguistics. In the renowned QS World University Rankings by Subject 2016, Cattolica’s ascendency placed the University in formidable company, with 10 disciplines ranked in the top 200 in the world, or higher.

At Cattolica we help you build a portfolio of experiences, competencies, skills and networks through various means. Where one journey is never complete, without a new journey planned. Where your commitment to lifelong learning is viewed as a given, not a rite.

Your study experience will allow you to push new boundaries. To open your mind to a completely different world, where your fellow participants will share different perspectives, where your teachers will instil alternative ways of thinking, where you will enjoy a once-in-a-lifetime experience to become immersed within a completely different culture and experience.

Opera di Santa Maria del Fiore
The Cattedrale di Santa Maria del Fiore, better known as the Duomo di Firenze is located in Piazza del Duomo and is the main church of Florence, Italy.

The Opera di Santa Maria del Fiore, location of the Executive Master in Cultural Heritage is in fact an institution which protects, promotes and maintains the heritage of Piazza Duomo. Additionally to the Cattedrale di Santa Maria del Fiore, the monuments in the complex of Santa Maria del Fiore include: Brunelleschi’s Dome, Giotto’s Bell Tower, the Baptistery of San Giovanni, the Crypt of Santa Reparata inside Florence Cathedral, and the Opera Museum.

The Florence Cathedral Works, fabbriceria dello Cattedrale di Firenze, as it was called back then was founded by the Florentine Republic in 1296 to oversee construction of the cathedral. Tradition says that the foundation stone of the new cathedral was laid under the watchful gaze of Arnolfo di Cambio on 8 September of that same year. Over seven hundred years after its foundation, today it is known as the Opera di Santa Maria del Fiore.
1. Check our website
Read the information on our website > www.ucscinternational.it
Should you have any doubts please do not hesitate to contact our Inquiry Management Team through the contact form on our website or via e-mail > cultural.heritage@unicatt.it

2. Apply
Applications should be submitted online. The online application form, application instructions and full admission guidelines are available at > www.ucscinternational.it

Required documents:
- Copy of your passport
- Bachelor transcripts (accepted in English / Italian/ Spanish/ French). Please scan these as one file document
- If you have already graduated, your Bachelor degree certificate
- Evidence of language proficiency, where needed (see language requirements)
- A motivation letter
- A reference letter and CV are preferable

3. Admission feedback
If your application to the Executive Master in Cultural Heritage is successful you will receive an e-mail. The e-mail will outline:
- The course you have been accepted to
- The fees payable
- The conditions of offer, if any
We will also inform you if your application for admission is declined.

4. Accept your offer
To accept your place at Università Cattolica please access your online application, accept the offer and pay the deposit

5. Obtain a student Visa
Non-EU Citizens require a visa for a stay of longer than three months (90 days). Upon receipt of the due deposit, Università Cattolica will issue a formal Admission Letter that will be sent to you via e-mail. Use this document to apply for a Student Visa at the Italian Embassy or Consulate of your jurisdiction. Find the closest Embassy or Consulate > www.esteri.it/visti/rilascia.asp

How do I apply?
Contacts

Mailing Address
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