Universidad de Alcalá

GOALS AND RESULTS OF THE TRAINING AND LEARNING PROCESS OF MASTER'S DEGREE IN CULTURAL MANAGEMENT AND CREATIVE INDUSTRIES

GENERAL COMPETENCES:

- To be able to place oneself in the cultural, social and professional environment in order to participate in the world of cultural work
- Be able to analyse autonomously the information contained in texts, speeches and images, to work in groups, to operate with a high degree of autonomy and to enter quickly into the working environment
- Be able to know and handle the main methods of communicative expression
- Be able to know and apply the analytical methods and techniques of the specific disciplines to social and cultural relations as well as to know and understand the different types of cultural manifestations
- Capacity to innovate in the transmission of cultural content.

SPECIFIC COMPETENCES:

- To be able to understand the processes of production, mediation and reception of cultural manifestations in the different periods of history and especially in our present
- Be able to know and handle the specific languages necessary for the transmission of information to the different social and cultural sectors.
- Be able to know the great themes of the arts and the processes of interaction between them and beyond borders, thus opening the perspective for intercultural dialogue
- Have a basic knowledge of legal tools and national and international legislation on cultural and natural property.
- Ability to implement and put into action the main lines of an institution's cultural policies.
- Ability to develop strategies to communicate and disseminate cultural events.
- Ability to know and explain the different types of cultural heritage and to manage the financial resources and business viability of cultural projects.
- Knowledge of the necessary tools for finding lines of financing in the organisation of cultural events.
- Ability to understand the institutional framework of Spanish culture, as well as the role of public authorities in this sector.
- Ability to monitor and evaluate communication and dissemination strategies.
- Ability to develop projects and solve practical problems of production and cultural mediation.

For additional information, see the Memorandum.

UNIVERSIDAD DE ALCALÁ, PATRIMONIO DE LA HUMANIDAD