



Executive Master in  
**Cultural Heritage**  
Creativity, innovation & management

Cultural Heritage. Creativity,  
Innovation & Management  
Florence  
A.Y. 2017/2018



OPERA DI  
SANTA MARIA  
DEL FIORE  
DAL 1296



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore





# Why study *Cultural Heritage* in *Florence*

## 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.





# Cultural Heritage.

## Creativity, Innovation & Management

**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

### Executive 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



## 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 candidates' 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
- Francesco Gurrieri, Università degli Studi di Firenze
- Timothy Verdon, Standford 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 Vitae 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                                      | ■ El.En group                          | ■ Pandolfini Casa d'Aste      |
| ■ Arteña srl  | ■ Emilio Pucci                         | ■ Pitti Immagine              |
| ■ Azienda Agricola Case Basse di Gianfranco Soldera | ■ Ermanno Scervino                     | ■ Rifle                       |
| ■ Azimut Holding spa                                | ■ Fratelli Alinari                     | ■ Salvatore Ferragamo         |
| ■ BB spa  | ■ Galleria Tornabuoni                  | ■ Sammontana                  |
| ■ B&C   | ■ Giunti Editore                       | ■ Sapaf                       |
| ■ Business Strategies                               | ■ Grado Zero Espace                    | ■ Starhotels spa              |
| ■ Chianti Banca                                     | ■ Gruppo Bassilichi                    | ■ Stefano Ricci               |
| ■ China 2000  | ■ Hitachi Rail Italy/Breda             | ■ Technoconference - TC Group |
| ■ Civita group                                      | ■ K-Array Systems                      | ■ Thales Italia               |
| ■ Colorobbia spa                                    | ■ La Marzocco                          | ■ The Florentine              |
| ■ Consorzio Vino Chianti                            | ■ Lanificio Faliero Sarti              |                               |
| ■ Dr Vranjes  | ■ Officina Profumo Santa Maria Novella |                               |
|   | ■ Officine Panerai                     |                               |

## Tuition fees & scholarships

The program cost is € 15.000 including all study materials, tutoring service, as well as free access to all campus facilities.

Merit-based scholarships are also available.

Please check our website for updates

› [www.ucscinternational.it](http://www.ucscinternational.it)

## 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](http://www.ucscinternational.it) for updates or contact [cultural.heritage@unicatt.it](mailto: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 ascendancy 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 Baptistry of San Giovanni, the Crypt of Santa Reparata inside Florence Cathedral, and the Opera Museum.

The Florence Cathedral Works, *Fabbriceria della 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.

Studium Florentinum is the ancient Florence Academy established in 1321 on premises still owned by the Opera del Duomo today, to teach participants civil and canon law, medicine and the arts and to read the Greek and Latin Classics and Dante Aligheri's *Divina Commedia*. It was here that the foundations of Humanism were laid.

## Florence

Florence, capital of Italy's Tuscany region boasts some of the greatest artistic treasures of the world. To study in Florence, is the study in one of the most picturesque cities in Italy, home to endless masterpieces of art and architecture: Florence is the birthplace of the Renaissance.

Florence is a true example of civilization. With its spaces, its monuments, and pieces of art, this is a city that through its beauty testifies an understanding of society and politics - this has made Florence the unique city that it is. Florence is a place of production, a place of excellence who's success is determined from a bridge between its territory and natural beauty. The Opera di Santa Maria del Fiore forges a concept that links tradition, history, as well as artistic heritage, with innovation. To study the Executive Master in Cultural Heritage is to live a unique experience and to be immersed in an active learning environment. The Master in Cultural Heritage is a living example of a creative industry.

## Program Location: Florence Campus Facilities

- Open 7:00am - 7:00pm, 7 days a week
- E-learning platform
- Multimedia classroom
- Meeting room
- Common room
- Wi-Fi

## Student life

One of the main missions of the Executive Master is to ensure participants become immersed in the city. In order to facilitate with the transition into a new culture and city, the Studium Florentinum collaborates with the main cultural and business realities of the city.

A student life manager will support participants at an interpersonal level, both within the classroom and outside, and will accompany the participants on this journey by providing:

- A weekly list of activities and whats on in the city of Florence
- Ad hoc packages to discover the surrounding territory on weekends

Participants will also enjoy discounts at pharmacies, restaurants and medical facilities. All this information and more will be contained in a welcome guide, which the participant will receive upon arrival in Italy. The Studium Florentinum also offers individual counseling services to support participants for all their needs:

- Individual or group orientation for their professional future
- Ambiance in the city and its territory

## Accommodation

The Studium Florentinum is dedicated to the coordination of all aspects of apartment housing needs. Your housing solution will include:

- 24-hour assistance
- Linens
- Maintenance
- Wi-Fi
- Utilities



A man with a beard and a woman are looking at a document together. The man is on the left, wearing a dark sweater over a light blue shirt. The woman is on the right, wearing a white top and a dark cardigan. They are both looking down at a document held by the man.

# How do I apply?

## 1. Check our website

Read the information on our website › [www.ucscinternational.it](http://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](mailto: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](http://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/rilascio.asp](http://www.esteri.it/visti/rilascio.asp)

# Contacts

## Mailing Address

Via della Canonica, 1  
50122 - Firenze

Tel. +39 055 2302885

› [www.ucscinternational.it](http://www.ucscinternational.it)

› [operaduomo.firenze.it](http://operaduomo.firenze.it)

› [cultural.heritage@unicatt.it](mailto:cultural.heritage@unicatt.it)



@UCSC.International

@OperaDuomo



@ucscinternational

@museofirenze



@ucsc\_int

@OperaDuomoFi



MyCattolica