

Rules and regulations of the degree programme in Arts and Entertainment Events and Enterprise Management

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Art. 1 - Name of the degree programme and area

The degree programme in Arts and Entertainment Events and Enterprise Management, L-3 area - Category of programmes in Visual Arts, Music, Performing Arts and Fashion, is held at the University of Florence. The degree programme is organized by the Faculty of Humanities of Prato University Centre. Rules and regulations comply with M.D. 270/04 and M.D. 509/99, and the University and course regulations.

Art. 2 - Learning objectives of the degree course

The degree course in Arts and Entertainment Events and Enterprise Management (Pro.Ge.A.S.) provides professional knowledge to students who will work in arts and entertainment events. The main focus will be on: Drama Theatre (permanent and on tour); Cinema (production and distribution); Musical activities (opera, concerts, traditional music - popular, world, and jazz); arts and cultural festivals and events. All the skills acquired will take into account and will be intertwined with the cultural, economic, and technological aspects. History of performing arts, music, and cinema are combined with technical, administrative and management skills.

Many subjects are complemented by training sessions and workshops; in the final part of the course, students are required to do an internship at an organization in the artistic production field. The learning objectives of the degree course in Pro.Ge.A.S are:

2.1. Knowledge and comprehension skills

The Pro.Ge.A.S. graduate must possess basic knowledge in the field of literary and historical disciplines complemented by specific knowledge in the field of historical and artistic disciplines; the field of legal, economic-managerial, and telematic disciplines will also be covered in order to identify the structural processes in artistic events and entertainment. The Pro.Ge.A.S. graduate will also be able to understand the historical, economic, managerial, and legal issues related to cultural management. The Pro.Ge.A.S. graduate is aware of the multidisciplinary context of arts and entertainment.

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2.2. Applied knowledge and comprehension skills

The Pro.Ge.A.S. graduate must have good knowledge and operational skills in the field of theatre, cinema, music, visual arts, in relation to the professional aspects of the respective sectors, and in particular practical skills in order to recognise problems and identify solutions in the field of cultural event management. They must have developed the ability to apply cultural-historical knowledge to operational processes in the field of performing arts, film, and arts.

2.3. Autonomous judgement

The Pro.Ge.A.S. graduate must express critical judgements regarding both the contents of the subjects they study and the general operational processes in the fields of live performances, performing arts, cinema and arts that they experience during the internship.

2.4 Communication skills

The Pro.Ge.A.S. graduate must develop skills to communicate information, ideas, problems, and solutions to specialist and non-specialist audiences. In addition to effective oral communication, the Pro.Ge.A.S. graduate must achieve a good degree of written communication skills.

2.5 Ability to learn

The Pro.Ge.A.S. graduate must develop the study skills necessary to be able to continue their university studies with a high degree of autonomy. More specifically, the Pro.Ge.A.S. graduate must possess the following knowledge, competencies and skills:

- history of theatre; understanding of what a theatrical event is;
- production, organisational and management mechanisms of theatrical events;
- live reading performance;
- history of contemporary theatre and history of actors; • dramaturgy of the actor; • history of cinema;
- notion of film festival;
- film comprehension;
- history of film actors;
- theories and techniques of screenwriting;
- history of music;
- production, organisational and management mechanisms of musical events; • live performance comprehension;
- ethnomusicology;
- contemporary art history;
- notion of artistic event;
- production, organisational and management mechanisms of the artistic event; • the Italian law applied to arts and entertainment events; • the business contexts relating to performing arts events and their economic, management and organisational aspects; • business contexts related to arts and entertainment events in their economic, management and organisational aspects;
- management techniques in arts and entertainment enterprises;

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- event marketing;
- public communication techniques;
- telematics applied to arts and entertainment; • contemporary history;
- Italian theatre literature;
- knowledge of a foreign language.

	Competencies	Skills
1	critical analysis of professional issues concerning entertainment and event management.	sensitivity to clients' needs in order to balance them with the organization they belong to.

2	problem-solving methodologies.	sensitivity to problems related to entertainment and the development of a managerial culture for the performing arts.
3	operational skills related to the envisaged professions.	sensitivity to intercultural issues, concerning both the different national cultures and the professional cultures (technological, commercial, administrative, etc.).
4	communication skills.	professional ethics, honesty, punctuality, and clarity when collaborating with other professionals within or outside the organisation.
5	interpersonal skills.	teamwork attitude and willingness to travel as required in a national and international context.
6	self-directed learning skills.	application of the acquired theoretical notions and in-depth analysis.
7	learning skills in updating processes.	willingness to perform personal research in order to improve the application of knowledge.
8	research skills.	epistemic curiosity.
9	attention skills.	assiduity for learning.
10	ability to integrate historical and artistic knowledge with legal and economic knowledge.	coherence in attitude and methods in relation to the course of study.

The Pro.Ge.A.S. graduate will have the following career options: Event Manager, Production Manager, Casting Director, Location Manager, Distribution Manager, Head of Operations, Head of an administrative office, Public Relations Manager, Press Officer, Entertainment Promotion Manager, Head of Security, Theatre Organizer, Assistant Theatre Organiser, Production Secretary for

TV, Assistant Manager in music agencies, Manager and Assistant Manager and director for theatre and film festivals, Dance Companies Organizer, Art director for festivals and theatres, Promoter for cultural organizations, Editor for printed and online magazines, Production assistant for theatre, Music assistant for orchestras, Production assistant for theatre companies, Assistant manager in museums; Cinema manager, Marketing manager; Head of cultural office.

Art. Entry requirements

Students must have a high school diploma or its equivalent. Students are required to take an entry test to assess their mastery of the Italian language; the test is compulsory, but students who do not take it will still be able to enrol (but they will not be able to sit exams). For this test, the School refers to the annual notice issued by the School of Humanities and Education, which contains the indications and rules related to said entry test, common to all courses coordinated by the School. The notice is also published on the website. Any deficiencies, which do not, however, constitute an impediment to enrolment, must be addressed by fulfilling the additional educational obligations (OFA) and attending the remedial course organised by the School.

Art. 4 - Structure of learning activities and curriculum

The course consists of a single curriculum. It usually lasts three years. Students should achieve 60 credits per year. Students who achieve 180 credits and fulfil all the requirements can graduate earlier before the end of the third year.

The Pro.Ge.A.S. students have the same core and essential subjects as “classe di Laurea L-3” (60 credits) structured as follows: *Area* L-FIL-LET/10 ITALIAN LITERATURE (total credits 6) and *Area* SPS/08 SOCIOLOGY OF CULTURAL AND COMMUNICATION PROCESSES (total credits 6) among core subjects; *Area* L-ART/03 CONTEMPORARY ART HISTORY (total credits 6); *Area* L-ART/02 MODERN ART HISTORY (total credits 6); *Area* L-ART/05 PERFORMING ARTS (total credits 12); *Area* L-ART/06 CINEMA, PHOTOGRAPHY, AND TELEVISION (total credits 12); *Area* L-ART/07 MUSICOLOGY AND HISTORY OF MUSIC (total credits 12) among essential subjects.

Every year, the study plan will indicate the courses offered and how they will be structured over the years, as well as the preparatory courses and alternatives offered.

Elective courses are worth 12 credits. It is strongly recommended to use at least half of these credits to repeat essential exams, and in particular those in the L-ART/05 area.

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Students are required to contact the Orientation staff for the definition of the study plan.

Credits for an additional language, computer skills, and interpersonal skills (18 credits) can be achieved through:

- a) workshops in the fields of cinema, theatre, music, arts, economics, law, telematics, and languages;
- b) compulsory internships in performing arts organisations, theatres, companies, film production and distribution companies, radio and television broadcasters, record companies, museums, or exhibition centres;
- c) studying abroad.

These activities will not take into account the ratio for class time to study time. The internship must last 225 hours to achieve 9 credits.

Art. 5 - Types of classes, including distance learning, and exams

Classes are face-to-face or direct and there are workshops; they can be integrated. Exams (not more than 20) are oral and written (group work). Exams are marked out of 30.

Art. 6 - Language skills assessment

Language skills assessment (3 credits) is conducted by Centro Linguistico di Ateneo. Students must reach the B1 level. The assessment is part of the final exam (see the respective article).

Art. 7 - Assessment and evaluation of other competencies and internship results

Workshops (ART. 5) and internships are not marked out of 30.

Art. 8 - Assessment and evaluation of study abroad experiences and relative credits

Students are encouraged to study abroad.

Students wishing to study at a foreign university as part of the Erasmus+ Programme (student mobility for studies or internship) must participate in the call for applications.

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The procedures concerning study and internships abroad are governed by the University and/or the School of Humanities and Education regulations, which students are required to comply with.

Art. 9 - Attendance requirements and introductory courses

Attendance is highly recommended. 70% attendance to workshops is compulsory, with the exception of students studying abroad with the Erasmus programme.

The study plan specifies the preparatory courses, if any.

Art. 10 - Possible teaching methods for part-time students

Part-time students can enrol in the degree course, but they are required to achieve fewer credits per year, according to the regulations. The teaching method for part-time students is not different from that of full-time students. Part-time students are exempt from compulsory attendance.

Art. 11 - Rules and procedures for submitting study plans

Students must submit or change their study plan in accordance with the time limits established by the School, posted on the School's website. The study plan must include, whether it is the first version or an edited version, the subjects already completed and the subjects the students plan to study in the future. Students must also ensure that the study plan submitted has been approved by the Degree Programme Board.

Art. 12 - Features of the final assessment (thesis)

In order to graduate, students must earn all the necessary credits included in the study plan.

Students also must:

- prove to have reached the B1 level in a foreign language;
- discuss their thesis, that is a paper on a subject determined and agreed upon with a faculty member of the course.

The thesis must be at least partly original and can be accompanied by multimedia items. The discussion will take place in front of a Committee nominated by the Board.

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Art. 13 - Procedures and criteria for transfers and for the recognition of credits acquired in other courses of study, credits acquired by the student for certified professional competencies and skills and/or knowledge, and skills acquired in post-secondary educational activities

The Degree Programme Board is responsible for approving transfers from other universities and for recognising the credits previously earned. For transfers from degree courses that belong to the L-3 area of other universities, the Board recognizes at least 50% of previously earned credits. For the recognition of qualifications acquired abroad, the Board will establish and approve equivalences on a case-by-case basis.

Art. 14 - Tutoring services

Tutoring services are provided by faculty members and tutors. The School also provides guidance and tutoring services in the enrolment phase of new students, for choosing the curriculum and creating the study plans, for internships, and for international student mobility within the Erasmus+ project. These activities are carried out during the reception hours of the delegates appointed by the Board.

Art. 15 - Information about proceedings and decisions

All the information about procedures, organizational management, and decisions are available on the course website: <https://www.progeas.unifi.it/>. The Board appoints a Communication Delegate to monitor the effectiveness of student information procedures.

Art. 16 - Quality assessment

In agreement with the University and on the basis of current legislation, the Board formally commits to quality management based on the ANVUR Guidelines in order to guide the faculty members towards precise and progressive objectives and to improve the organisational system, the management of teaching, and communication. Courses and faculty members are evaluated by students through surveys managed by the University's Educational Evaluation Service. The effectiveness of the degree course, the methods, and the contents too can be monitored using this method. Particular attention is given to the students' academic careers (drop-outs, time

taken to complete the degree course, number of credits earned) and the relation between credits assigned to courses in the study plan and the syllabuses in order to check the consistency between learning objectives and outcomes. The monitoring and analysis process is managed by the Review Group (a QA management body

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made up of faculty members and students) which, on the basis of the results, proposes corrective action and improvements to the courses, which will be discussed and submitted for approval to the Board. This degree course promotes the culture of quality among faculty members, students, and interested parties, entrusting this promotion activity to the members of the Review Group, the President of the degree course, and, as far as relations with interested parties are concerned, to the Steering Committee.

Art. 17 - More

The institutional bodies of the degree course in Arts and Entertainment Events and Enterprise Management are: the Course Board, the President of the course, the Course Committee and the Teaching Committee, whose powers are governed by the University Statute.

