EMPOWERING ARTS THROUGH MANAGERIAL EXCELLENCE

INTERNATIONAL PROGRAM IN ARTS MANAGEMENT

IPAM

2ND EDITION

MAY - SEPTEMBER, 2020

SDABOCCONI.IT/IPAM
In collaboration with

[Logo: SDA Bocconi Asia Center]

In partnership with

MASTER OF MANAGEMENT IN INTERNATIONAL ARTS MANAGEMENT

[Logos: HEC Montréal, SMU, SDA Bocconi]
IPAM gives you an international perspective on the arts world while exposing you to the best practices in arts management from around the world.

GIUSEPPE SODA
Dean, SDA Bocconi School of Management, Milan

IPAM
INTERNATIONAL PROGRAM IN ARTS MANAGEMENT

Asia is acknowledged as one of the fastest growing economies and it is characterized by a rich cultural heritage. This represents a huge opportunity for the development of the social, economic and human capital. The International Program in Arts Management (IPAM) is a program designed for practitioners and students from all over the world with a specific interest in the Asian art and cultural environment but open to international best practices. IPAM aims to support artistic innovation and cultural development worldwide, by strengthening the leadership and management skills required for arts organizations to thrive.

PROGRAM OVERVIEW

• Get a Certificate from SDA Bocconi School of Management
• Learn from SDA Bocconi’s world class faculty as well as international renowned professionals and academics
• International exposure and stimulating study environment
• Firsthand learning through interaction with the industry experts and professionals
• 3 countries, 4 cities
• Gain hands-on experience by applying theoretical learning to real life assignments and cases
Being an arts manager nowadays means being able to relate to the hedonistic consumption and people's emotional tastes, dealing with artists creativity and operating in a very peculiar market (audience and sponsors), very competitive and unstable.

Being an arts manager, therefore, requires developing a substantial amount of skills, resilience and the right balance of sense and sensibility in order to respect the ultimate goal of enjoying the artwork and creating pleasure to people, keeping in mind the framework of efficiency, effectiveness, and economy.

IPAM is the right choice for people with a strong passion for the arts, willing to gain managerial education and become an arts manager.

ANDREA RURALE
Director of International Program in Arts Management - IPAM

Palazzo Clerici, Milano
THE JOURNEY

BEIJING, CHINA

NEW DELHI, INDIA

MUMBAI, INDIA

MILAN AND IPAM STUDY TOUR, ITALY

MUMBAI, INDIA
IPAM is an international, executive program taught entirely in English designed for students and young professionals from all over the world. IPAM aims to support artistic innovation and cultural development worldwide, by strengthening the leadership and management skills required for arts organizations to thrive. Leveraging Italian excellence in cultural heritage and artistic production, skilled faculty and international exposure, the program will strengthen your professional skills, which will allow your career to flourish and train you as a cultural manager. The highlights of the program are international exposure, dedicated faculty and interaction with professionals and international participants attending a global program.

4 MODULES + INTERNSHIP

1. MUMBAI, INDIA
2. NEW DELHI, INDIA
3. BEIJING, CHINA
4. MILAN AND IPAM STUDY TOUR, ITALY
MUMBAI, INDIA

Participants will discuss and learn about arts management, its characteristics and peculiarities.

NEW DELHI, INDIA

Participants will dive into the peculiarities of the management of performing arts institutions and discover the best practices in audience development and project management. A particular attention will be dedicated to the auction houses and arts market.

BEIJING, CHINA

Participants will explore the peculiarities of the Chinese arts market and the opportunities to grow while making positive impact on the society.

MILAN AND IPAM STUDY TOUR, ITALY

Participants will be exposed to the heritage management practices of some of the most important sites in the world.

INTERNSHIP AND FINAL PROJECT PRESENTATION

INDIA JUNE - SEPTEMBER, 2020

Participants will have to develop an individual project or do an internship in order to apply the skills acquired throughout the program.

The IPAM program aims to create a global platform, broadening opportunities for practitioners and students from all over the world, especially those with interest in Asian arts and culture. Our vision at KNMA is to increase access to art, to instigate dialogue and encourage the public to understand the value of art and culture. We are strongly committed to arts education, as we believe education has a pivotal role in building a strong cultural infrastructure, engaging people and welcoming diverse audiences.

KIRAN NADAR
Chairperson, Kiran Nadar Museum of Art

The Dr. Bhau Daji Lad Museum is the oldest museum in Mumbai. Since 2005, the Museum has revitalised the cultural outlook of the city. We are focused on cultural education and skill development, through our historical and contemporary exhibitions, programming, courses, workshops and internship opportunities. As a step further in this direction, we are happy to collaborate with the SDA Bocconi School of Management, Milan, for the International Programme in Arts Management. IPAM addresses an urgent need for training in this field in India, as a programme specially designed for Arts Management.

TASNEEM ZAKARIA MEHTA
Honorary Director and Managing Trustee, Dr. Bhau Daji Lad Museum
IPAM is a great opportunity to expose yourself to the international network of the MMIAM program. The cooperation among three world class institutions such as SMU Dallas, HEC Montreal and SDA Bocconi in Milano is a unique opportunity to meet, exchange and learn from participants, professionals and academics.

FRANCOIS COLBERT
Carmelle and Rémi Marcoux Chair in Arts Management, HEC Montréal
SDA Bocconi Asia Center, formerly named MISB Bocconi, is a pan-Asian hub that has been delivering Executive Education and Postgraduate Programs and designed by SDA Bocconi School of Management since 2012. SDA Bocconi Asia Center strives to deploy and disseminate innovative business knowledge to contribute to the overall development of individuals and organisations. A unique approach is offered, by promoting knowledge through SDA Bocconi School of Management industry-relevant research and teaching. It spreads SDA Bocconi School of Management expertise and excellence in design, branding innovation and entrepreneurship to build soft and managerial skills and share practices across borders to empower people.

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IPAM is not only a challenging program aimed at building your career path but also a great learning environment, rich with debates and insights from the arts’ world that make all of us improve and progress, and a networking hub where people can meet and exchange ideas and knowledge. IPAM, a unique journey.

DAVID BARDOLET
Dean SDA Bocconi Asia Center
LEARNING OBJECTIVES
The course aims at introducing participants to the consulting sector, with an emphasis on developing skills to support clients from arts and cultural organizations. Participants will learn about the typical phases of a consulting project, gain exposure to a variety of consulting techniques and methods, and improve their ability to present recommendations in a concise and interesting manner.

COURSE METHODOLOGY
The course will be a combination of lectures, case studies, guest presentations, and group discussions.

LEARNING OUTCOMES
• Gain knowledge of management consulting practices.
• Improve ability to define key issues and challenges faced by non-profit and public sector organizations.
• Develop a strategic thinking approach to enhance innovation and change management within organizations.
• Learn, practice, and apply client engagement skills and project management techniques to actual clients as part of a field-consulting project.
• Enhance presentation and public-speaking skills.

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CONSULTING MANAGEMENT FOR THE ARTS

VERONICA VECCHI
Director of Executive Education, SDA Bocconi Asia Center

SDA Bocconi Asia Center is the gate for aspiring global leaders and young talented Indians to get access to the worldwide excellence in management education and to a prestigious network of Universities, Business Schools, Institutions. SDA Bocconi faculty and the Italian "savoir-faire" will transform you into an impactful global manager.
The Italian Institute of Culture in New Delhi is an official institution of the Republic of Italy. It is actively involved in spreading the understanding of Italian traditions and culture in India through the organization of varied cultural events, with a view to facilitate the circulation of ideas, of the arts and sciences.

For organizing major events, concerts and some art exhibitions; the Institute collaborates with a number of Museums, Galleries and performing arts institutes. Some of them are:

- Local art and cultural institutions and museums such as the Indian Council for Cultural Relations, the National Museum, the National Gallery of Modern Art, the Lalit Kala Akademi, the Directorate of Film Festivals
- Theatres such as the Siri Fort Auditorium, the Kamani Auditorium, the Nandan Theatre (Kolkata), National School of Drama
- Several cultural centres of the city of Delhi such as the India Habitat Centre and the India International Centre.

Italian Institutes of Culture are key to promote the image of Italy and its culture, both classic and contemporary, abroad and to cultivate relations with those interested in our country. We are glad to support IPAM in order to promote intercultural dialogues and foster contacts between Italian and Indian cultural spheres.

ANDREA BALDI
Director, IIC New Delhi
LEARNING OBJECTIVES
Students will have an overview of the different type of organizations working in the performing arts field together with discussing some issues and future trends in the production, distribution, and promotion of performing arts around the world.

COURSE METHODOLOGY
Frontal lectures will be intertwined with meetings with guest speakers, case study discussion, off-campus visits.

LEARNING OUTCOMES
• Gaining a sound knowledge of how performing arts organizations work, focusing on the interplay between managerial and curatorial/artistic work;
• Relevant insights into issues and challenges that the performing arts community is facing;
• Gaining professional experience through field visits designed to enhance the ability to move into the professional positions.

The globalization of the cultural sector is happening at a very fast pace. Even careers in the arts are more and more international. In this context, an arts manager needs to understand quickly the different cultural mindset, institutional arrangements, backgrounds. Being an international arts manager is a necessity more than an option nowadays.

ALEX TURRINI
Chair, Arts Management and Entrepreneurship Division, SMU Meadows School of Arts
LEARNING OBJECTIVES
Observing different cultural institutions engaged in the protection, enhancement and conservation of heritage and performing arts through a study tour to Beijing, knowing about its main cultural activities and visit to institutions. Students will interact with professionals and deepen their knowledge in the Chinese cultural sector.

COURSE METHODOLOGY
The course will be a combination of lectures, field visits and guest presentations.

LEARNING OUTCOMES
• Gaining knowledge of management of heritage and performing arts management in China
• Understanding the main issues and opportunities in the Chinese market
• Gaining professional experience and perspective through field experiences designed to enhance the ability of taking up professional positions.
SDA Bocconi School of Management has been a leading institution in management training for over 40 years. The School’s mission is to help individuals, companies and institutions grow by promoting managerial culture, knowledge and innovation.

MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy.

SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.

Choosing to study at SDA Bocconi in Milan means choosing a stimulating environment in Italy’s entrepreneurial, industrial and financial capital - a gateway to Europe with a wealth of connections and opportunities. Milan is also synonym for culture, fashion, design, taste and the art of living.

SDA Bocconi has also launched the pan-Asian hub with the opening of SDA Bocconi Asia Center, which aims to enhance the School’s global presence.

**MISSION**
To contribute to the development of individuals and organizations by disseminating innovative managerial knowledge:
“Empowering lives through knowledge and imagination”

sdabocconi.it
LEARNING OBJECTIVES
Observing different cultural institutions engaged in the protection, enhancement and conservation of Heritage (tangible and intangible), through interaction with professionals and the guidance of the mentor/faculty; students will analyze the reality of management and administration of art from a different perspective (deeper and more conscious).

COURSE METHODOLOGY
The course will be a combination of lectures, case studies, field visits and guest presentations.

LEARNING OUTCOMES
• Gaining knowledge of management of cultural heritage
• Understanding the main issues and opportunities in the management of heritage
• Gaining professional experience and perspective through field experiences designed to enhance the ability of taking up into professional positions.

CONTENTS
FOURTH MODULE (3 - 14 JUNE, 2020)

HERITAGE MANAGEMENT

HERITAGE MANAGEMENT, CONSERVATION AND PROMOTION
LEADERSHIP IN THE ARTS
TANGIBLE AND INTANGIBLE CULTURAL HERITAGE
CORPORATE MUSEUMS AND FOUNDATIONS

“IPAM provides a learning platform for the participants to be trained as cultural managers by experiencing and understanding the challenges faced by cultural institutions. Meeting professionals and gaining the management tools and practices to promote, protect and preserve the heritage we have today is critical for the successful growth of our societies and economies.

ANTONELLA CARÙ
Dean, Graduate School Bocconi University, Milan
The management of cultural heritage requires the emergence of highly responsible professionals, not only able to understand the needs for conservation and protection but also the opportunities of making the heritage sites accessible and their management sustainable. Thus, enabling the creation of substantial value for the society at large.

GABRIEL ZUCHTRIEGEL
Director, Archaeological Site of Paestum
TARGET PARTICIPANTS

• Young high potentials, graduated in the humanities, already working in the field of arts with intermittent occupations.
• Working as Junior and middle positions in public sector organizations or consulting firms dedicated to the arts (i.e.: museums, theatres, festivals, art events organizers, ...).
• Specialized professionals (e.g. artists) who want to take up management positions in the arts sector.
• Can be cultural entrepreneurs.

FAI - Fondo Ambiente Italiano is an example in management of cultural heritage that combines nonprofit strategy with international best practices. Working with IPAM of SDA Bocconi School of Management represents an opportunity to create a new platform for research, discussion and exchange of management practices in the cultural field and promotion of Italian excellence. We strongly believe that training professionals with specific management skills is key for the success of the cultural sector in Italy and abroad.

ANGELO MARAMAI
General Manager, FAI - Fondo Ambiente Italiano
The communication of arts and heritage is crucial in its preservation and in keeping it relevant. Artainment leverages the technologies of today in the quest of disseminating iconic artworks in an innovative and entertaining fashion. The Chinese and Indian market show great potential for this new format, why we need people with strong competencies in both arts management as well as Chinese and Indian business practices - exactly the scope of the IPAM program.

MICHELE TELARO
COO, Artainment WS
The IPAM program is an important step in that direction and we are pleased to be supporting it. It would help enhance professional expertise in arts management and facilitate collaboration, networking, and sharing of best practice for innovation, preservation of cultural resources and sustainable economic development of the arts, artists and society at large.

**SUSHMA BAHL**, Independent Curator and Arts Consultant

We at Nature Morte encourage understanding and appreciation of art and through direct engagement with original works promote its role in society. Looking at the current art market scenario and development in India, there is a promising opportunity for growth and boost in this industry be it the artists or the managers. IPAM is one such program that will definitely help in filling the gap and producing highly skilled, knowledgeable and sensible arts managers who will become the leaders in the field eventually.

**APARAJITA JAIN**, Director, Nature Morte

Now in its 10th year, ARThinkSouthAsia is an arts management, policy and research programme in the arts and cultural sector dedicated to founding and supporting a cadre of arts managers committed to the cause of capacity building in the South Asian region. Art management programmes are not only important but necessary for the sustainability of the cultural sector both in India and in south Asia.

**POOJA SOOD**, Director Khoj and ArtThinkSouthAsia
International Program in Arts Management is a cohesive course that acquaints the students with the managerial principles of Arts in a unique way. It gains its uniqueness from the on-site approach it follows, i.e. it helps you learn about how Arts are managed in a particular institute or Art Organisation by visiting it. The course also gives an International exposure to the participant, where the child is not only taught by Internationally acclaimed professors but also has class mates from different nationalities of the world. The programme takes you to different corners of the world in a safe and luxurious fashion. SDA Bocconi School of Management, Italy as well as SDA Bocconi Asia Center give you the opportunity of enhancing your personality and exploring your caliber in an outstanding way.

MUSKAN KHANNA

As a development sector professional, I was unsure how to take a leap into the cultural industry, a sector I had minimal knowledge about. IPAM has helped me kickstart a career in the field of art consulting. IPAM introduced me to the influential leaders of the cultural industry in India and helped gain a global perspective to arts management through visits and interactions with art organizations in China and Italy. Most importantly, it has helped me create a network of future art managers across 20+ countries around the world!

NARAYANAN SREEKUMAR

The IPAM course is an incredibly enriching experience for the arts manager who is keen to apply their own experience to understand cultural management in different countries and contexts. It offers a curated and carefully guided experience that provides insight into local issues, systems, and processes, and helps lay the foundation for potential networks internationally.

DIPTI RAO
The total tuition fee for the 2020 program is 8 Lakhs + GST. Indian students may apply for tuition waivers covering 25% of the fee. Tuition waivers are awarded to eligible candidates on the basis of personal merit.

- Course fees include course material, program evaluation, and Program Certification
- Fees include: transfer among the cities involved in the program and accommodation for the Study Tour in Italy excluding Milan
- Fees have to be paid fully at the time of registration and will be non-refundable
- Fees do not include accommodation in Mumbai, New Delhi and Milan

APPLICATION PROCESS
For applying, send your CV and Statement of Purpose (SoP) at admissions.ipam@sdabocconi.it

WHAT IS INCLUDED:
TRANSFER AMONG THE CITIES INVOLVED IN THE PROGRAM
STUDY TOUR IN ITALY (TRAVEL AND ACCOMMODATION)

CONTACT US
Mrs Sukita Tapadia (022 4086 7008)
Ms Amrin Mehrotra (90040 68518)

Email ID:
exedu@sdabocconiasiacenter.com
admissions.ipam@sdabocconi.it
ACCREDITATIONS

AACSB International
The Association to Advance Collegiate Schools of Business

EFMD
European Quality Improvement System

AMBA
Association of MBAs
MBA provision accredited

The Italian Association for Management Education Development
Full-Time MBA accredited
Executive MBA accredited

Quality Management System Certification ISO 9001:2008
Financed Projects
Service Centre

ACADEMIC/PROGRAM PARTNERSHIP AND CERTIFICATIONS

Chartered Alternative Investment Analyst Association ©
Academic Partner

CFA program partner of CFA Institute
MCF program accredited

Project Management Institute

MEMBERSHIPS

European Foundation for Management Development

The Association to Advance Collegiate Schools of Business

The Academy of Business in Society

Partnership in International Management

Community of European Management Schools and International Companies

The Italian Association for Management Education Development

Member of PRME Principles for Responsible Management Education

Member of GNAM Global Network for Advanced Management

RANKINGS

Financial Times
Bloomberg Businessweek
The Economist - Which MBA?
Forbes
Espansione
QS