

name of programme	Art and Design Management
qualification degree	Master (MA)
professional qualification	Art and design manager
area of education	Arts
duration	4 semesters
	120 ECTS

Aims

In addition to sound theoretical knowledge, the programme aims to help students build successful business development and efficient communication skills. Upon graduation, you will have employment opportunities in design companies, cultural institutions, the art market, exhibition spaces or even the media. You will be able to create and manage high-quality, financially viable projects and businesses in the creative industries. Through case studies and internships, you will learn how to develop design and art projects, communicate effectively, and achieve international success.

Targeted competences

competences	short description
strategic thinking	holistic view of society, economy, and the environment to be able to select the right art and design solutions to address global and local challenges
problem solving	intellectual toolkit for identifying and tackling conflicts, bottleneck situations, and other crises
assertive communication	argumentative and negotiation skills to interact successfully with different stakeholders in the creative industries
critical interpretation	analytical approach to current trends in art and design

Structure

At MOME all Master's study programmes follow a common structure. Each curriculum subject consists of 5-10-15 or 20 ECTS credits depending on the workload required to achieve the intended learning outcomes. 5 ECTS credits equate to approximately 150 hours of work.

During your studies you will

- develop your specific competences to be an Art and Design Manager **with the help of the Programme-Specific Module,**
- collaborate on projects with your fellow MA and BA students from other study programmes on different social and economic problems in the **Research, Development and Innovation Module**
- enrich your knowledge based on your interests in the **Elective Module**
- participate in intensive workshops during the **Course Week**

modules	subjects	ECTS
Programme-Specific Module	Business economics 1 Business economics 2 Business economics 3	15
	Studies in art and the creative industries 1 Studies in art and the creative industries 2 Studies in art and the creative industries 3 Studies in art and the creative industries 4	20
	Studies in social sciences and communication 1 Studies in social sciences and communication 2 Studies in social sciences and communication 3	15
	Diploma work	20
	Internship 1 Internship 2 Internship 3 Internship 4	20
Research-Development-Innovation (RDI) Module	RDI group course 1-2-3 or RDI group individual programme 1-2-3	15
Elective Module	Elective course 1 Elective course 2 Elective course 3	15
Course week module	Course Week 1 Course Week 2	criteria
		SUM: 120

module name		Programme-specific		
submodule name		Business Economics		
subject names	Business economics 1	Business economics 2	Business economics 3	
subject codes	M-DM-101	M-DM-201	M-DM-301	
ECTS	5	5	5	
workload (hours) (contact + out-of-class work)	150 (48 + 102)			
semester in which module is recommended to be completed	1st	2nd	3rd	
exam method	term mark			
main topics	business planning, marketing, organisation and HR, leadership, strategy development, company finances			

We offer practical business insights across three semesters focusing on skills to start and run a business and the tools of effective marketing. Our curriculum enhances leadership abilities and facilitates preparation for strategic planning and financial management. With a strong focus on project management we guide students in coordinating diverse teams while honing time management and conflict resolution skills. External lecturers cover legal studies, while brand development, market research, and pricing strategies are conducted in small groups, often with the guidance of an external mentor or alumni from our programme.

module name		Programme-specific			
sub-module name		Studies in Art and the Creative Industries			
subject names	~ 1	~ 2	~ 3	~ 4	
subject codes	M-DM-102	M-DM-202	M-DM-302	M-DM-401	
ECTS	5	5	5	5	
workload (hours) (contact + out-of-class work)	150 (48 + 102)				
semester in which module is recommended to be completed	1st	2nd	3rd	4th	
exam method	term mark / exam				
main topics	20th and 21st century art and design, creative industries (festivals, performing arts, music streaming etc.), museums and exhibitions, art market, design fairs				

In each of the four semesters, a mandatory course unit is dedicated to various aspects of this field, including topics such as the art market, organisational and operational dynamics within cultural institutions, and emerging trends in museums and exhibitions. Guest lecturers are invited to provide insight into event organisation and tender writing. Classes are often held in external locations, such as galleries, architecture studios, design businesses, festival organisation offices, etc. offering firsthand exposure to real-life processes. The assignments are also crafted to reflect these contexts, encouraging you to develop personalised perspectives and recommendations.

module name	Programme-specific		
sub-module name	Studies in Social Sciences and Communication		
subject names	~ I.	~ II.	~ III.
subject codes	M-DM-103	M-DM-203	M-DM-303
ECTS	5	5	5
workload (hours) (contact + out-of-class work)	150 (48 + 102)		
semester in which module is recommended to be completed	1st	2nd	3rd
exam method	term mark		
main topics	sociology of art and design, cultural anthropology, online and offline media, communication training, academic writing, creative communication		

We seek answers to current social issues -- in the first semester as part of the Art Sociology, in the second semester as part of the Media Industry and in the third semester as part of the Cultural Anthropology subjects. In all three semesters, the Communication subject is taught with a hands-on, practical approach (Creative Communication, Academic Writing). The module emphasises fieldwork and diverse research methods and supports individual choice of subject for the thesis that is due in the 4th semester.

module name	Programme-specific			
sub-module name	Internship			
subject names	Internship I.	Internship II.	Internship III.	Internship IV.
subject codes	M-DM-104	M-DM-204	M-DM-304	M-DM-404
ECTS	5	5	5	5
workload (hours)	150 (48 + 102)	150 (24 + 126)	150 (48 + 102)	150 (24 + 126)
semester in which module is recommended to be completed	1st	2nd	3rd	4th
exam method	term mark			
main topics	placement examples: galleries, architecture studios, design brands, art fairs, film shoots, music festivals, museums, urban projects, visual education etc.			

All four semesters include 100-120 hours of mandatory **internship**, with a wide range of host institutions. MOME also has several projects open for joining in, for example at the design programmes and the Innovation Centre. You can often bring ideas for internship yourself. At the end of each semester, you will deliver a public presentation with slides and a discussion about your project to help you improve your skills of creating time-limited presentations. These presentations will be automatically entered into the competition for the Stefan Lengyel Scholarship of Excellence.

The subjects in the **Internship module** are accompanied in each semester by contact classes focusing on career planning, CV writing, and other essential skills for the job market. Our MA programme also includes a free Alumni Mentor Programme led by a specialist, where Art and Design Management alumni work with you in pairs to help you identify strengths and weaknesses demonstrated during the internships and thereby better prepare for job market challenges. You are also encouraged to team up and collaborate with other students on new initiatives, such as this year's first-ever MOME KIKI, an on-campus exhibition completely curated and managed by five students from our programme featuring artworks and design items handpicked from the output produced by students of the other five English-language MA programmes at MOME over the previous semester.

module name		Research-Development-Innovataion (RDI)				
subject names	RDI group course			RDI individual program		
subject codes	M-KF-E-101	M-KF-E-201	M-KF-E-301	M-KF-E-102	M-KF-E-202	M-KF-E-203
ECTS	5 + 5 + 5					
workload (hours) (contact + out-of-class work)	150 (60 + 90)					
semester in which module is recommended to be completed	1st, 2nd, 3rd, 4 th					
exam method	term mark					

In the **RDI** module three courses with 5 credits each have to be completed by all MA students either in mixed groups from all programmes or individually. The group courses foster interdisciplinary collaboration and the integration of expertise across various fields, while the individual course offers opportunity for students to join specific **RDI** grant projects. The courses will help enhance your research methodology skills foster innovative thinking, and prepare you for collaborative work in research and development teams. Collective research initiatives are also undertaken in collaboration with external partners from the private, governmental, and non-governmental sectors, including Budapest Development Center, Colourful City Organization, Hungarian Intellectual Property Office, Intercolor, Market Építő Zrt., Medion, The Real Pearl Foundation.

module name		Elective courses module		
subject names	Elective course 1	Elective course 2	Elective course 3	
subject codes	M-SZ-E-101	M-SZ-E-201	M-SZ-E-301	
ECTS	5	5	5	
workload (hours) (contact + out-of-class work)	150 (48 + 102)			
semester in which module is recommended to be completed	1st, 2nd, 3rd, 4th			
exam method	exam	term mark	term mark	

Elective Subjects contribute to the achievement of your individual learning plans and goals, by offering an outlook beyond your primary field of study or enabling in-depth exploration of a specific issue. The **Elective Courses Module** offers a wide range of courses in Hungarian, English and German, allowing you to choose the language in which you prefer to complete your 15 ECTS of elective coursework.

module name		Intensive Course Week	
subject names	Course week course 1	Course week course 2	
subject codes	M-KH-E-101	M-KH-E-201	
ECTS	-, criteria		
workload (hours)	20		
semester in which module is recommended to be completed	1st, 2nd, 3rd, 4th		
exam method	signature		

The **Intensive Course Week module** forms part of the curriculum of every MOME programme. It is aimed at adding variety to the course offering by including ones reflecting on current global phenomena. Structured around various topics, assignments and opportunities, it drives intense learning and helps break out of the semester's general routine. It demonstrates the diverse competencies and synergies between the different study areas and years by broadening the knowledge horizon – sometimes even beyond the individual's comfort zone. The **Course Week** is a multi-day professional event that takes place two times throughout an academic year. Depending on the total number of students, it includes 15-30 workshops, as well as many theoretical lecture series and seminars. **Course Week** activities and events are available to all students. Recent examples closely related to the Art and Design Management programme include MOME FAIR (a pop-up fair selling items by design students organised by management students in trendy downtown locations), Manage [it] Yourself (a roundtable discussion series dedicated to self-management and the collaboration of designers and managers), social design projects in rural Hungary (Zalakomár, Sitke etc.) to work with the local community as well as a film industry project run by a guest lecturer from abroad.



module name	Programme specific
submodule name	Diploma
subject names	Diploma work
subject codes	M-DM-403
ECTS	20
workload (hours)	600
semester in which module is recommended to be completed	4th
main topics	students' individual choice, to be approved by the faculty

From the 120 credits required to complete the MA programme, the **diploma** comprises 20. In this programme, a thesis ranging from 60 to 80 thousand characters accounts for one half of the requirements, while submission and defence of a project portfolio creatively presenting the internships completed over four semesters accounts for the other half. The thesis is typically practice-oriented and often built around interviews with market players or the observations of participants. Ideally, it should be tied to one of your internships, allowing you to incorporate personal experience into the analysis.

For the public oral final examination, you are not given predefined questions to prepare for. Instead, you are asked to demonstrate knowledge of your field through presentation of your project and answering questions from the opponent. You will receive assistance for research methodology and will be assigned a thesis supervisor to work with closely from the 3rd semester. Additionally, weekly joint consultations during the 4th semester will assist you in progressing with both your thesis and portfolio.

A mock exam in the middle of the 4th semester will help prepare you for the final graduation examination. Successful diploma projects in recent years have included thesis + portfolio combinations on topics such as developing your own business with a designer, curating a small-scale exhibition featuring a few contemporary artists, organising an alternative festival, undertaking a social design project for an underprivileged demographic, and building a digital communication campaign.

Code	Subject	1	2	3	4	Prerequisite	ECTS to be achieved	Number of classes	Method of evaluation	Comment	
	Business Economics						15				
M-DM-101	Business Economics I.	5					5	48	term mark	Daniella Galla	
M-DM-201	Business Economics II.		5				5	48	term mark	Daniella Galla	
M-DM-301	Business Economics III.			5			5	48	term mark	Daniella Galla	
	Art and the Creative Industries						20				
M-DM-102	Studies in Art and the Creative Industries I	5					5	48	term mark	Gábor Ébli	
M-DM-202	Studies in Art and the Creative Industries II		5				5	48	exam	Kinga German	
M-DM-302	Studies in Art and the Creative Industries III			5			5	48	exam	Kinga German	
M-DM-401	Studies in Art and the Creative Industries IV				5		5	48	term mark	Gábor Ébli	
	Social Sciences and Communication						15				
M-DM-103	Studies in Social Sciences and Communication I	5					5	48	exam	Anna Keszeg	
M-DM-203	Studies in Social Sciences and Communication II		5				5	48	exam	Anna Keszeg	
M-DM-303	Studies in Social Sciences and Communication III			5			5	48	exam	István Povedák	
	Internship						20				
M-DM-104	Internship I	5					5	48	term mark	Gábor Ébli	
M-DM-204	Internship II		5				5	24	term mark	Kinga German	
M-DM-304	Internship III			5			5	48	term mark	Anna Keszeg	
M-DM-402	Internship IV				5		5	24	term mark	Gábor Ébli	
	Research + Development + Innovation module						15				
M-KF-E-101	RDI group course	5	5	5	5		5	48-60	term mark	15 credits must be completed over four semesters	Dániel Barcza
M-KF-E-102	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-201	RDI group course	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-202	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-301	RDI group course	5	5	5	5		5	48-60	term mark		Dániel Barcza
M-KF-E-302	RDI individual activity	5	5	5	5		5	48-60	term mark		Dániel Barcza
	Course Week courses						--				
M-KH-E-101	Course Week course 1	-	-	-	-		0	20-40	signature	Two courses must be completed over four semesters.	Ábel Szalontai
M-KH-E-201	Course Week course 2	-	-	-	-		0	20-40	signature		Ábel Szalontai
	Elective courses						15				
M-SZ-E-101	Elective course 1	5	5	5	5		5	36-48	exam	15 credits must be completed over four semesters	Andrea Schmidt
M-SZ-E-201	Elective course 2	5	5	5	5		5	36-48	term mark		Andrea Schmidt
M-SZ-E-301	Elective course 3	5	5	5	5		5	36-48	term mark		Andrea Schmidt
	Diploma						20				
M-DM-403	Diploma project				20		20			Gábor Ébli	

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