



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

OPEN DAY

GiOCA

Innovation and Organization of Culture and the Arts



April 11th, 2025

Five good reasons to apply

20-year long experience in fostering a dialogue between management and the arts

Class composition

Faculty composition

Two-year master program

Bologna (and far from Bologna)





ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

Sareyyet Ramallah,

a symbol of innovation and creativity for nearly 100 years

Students:

Brandusa Gabriela Stefanescu (Romania)

Caesar Abumariam (Palestine)

Daria Glebova (Russia)

Haeri Jeon (South Korea)

Luc Béghin (France)

Course: General management – Business Models In Creative Industries

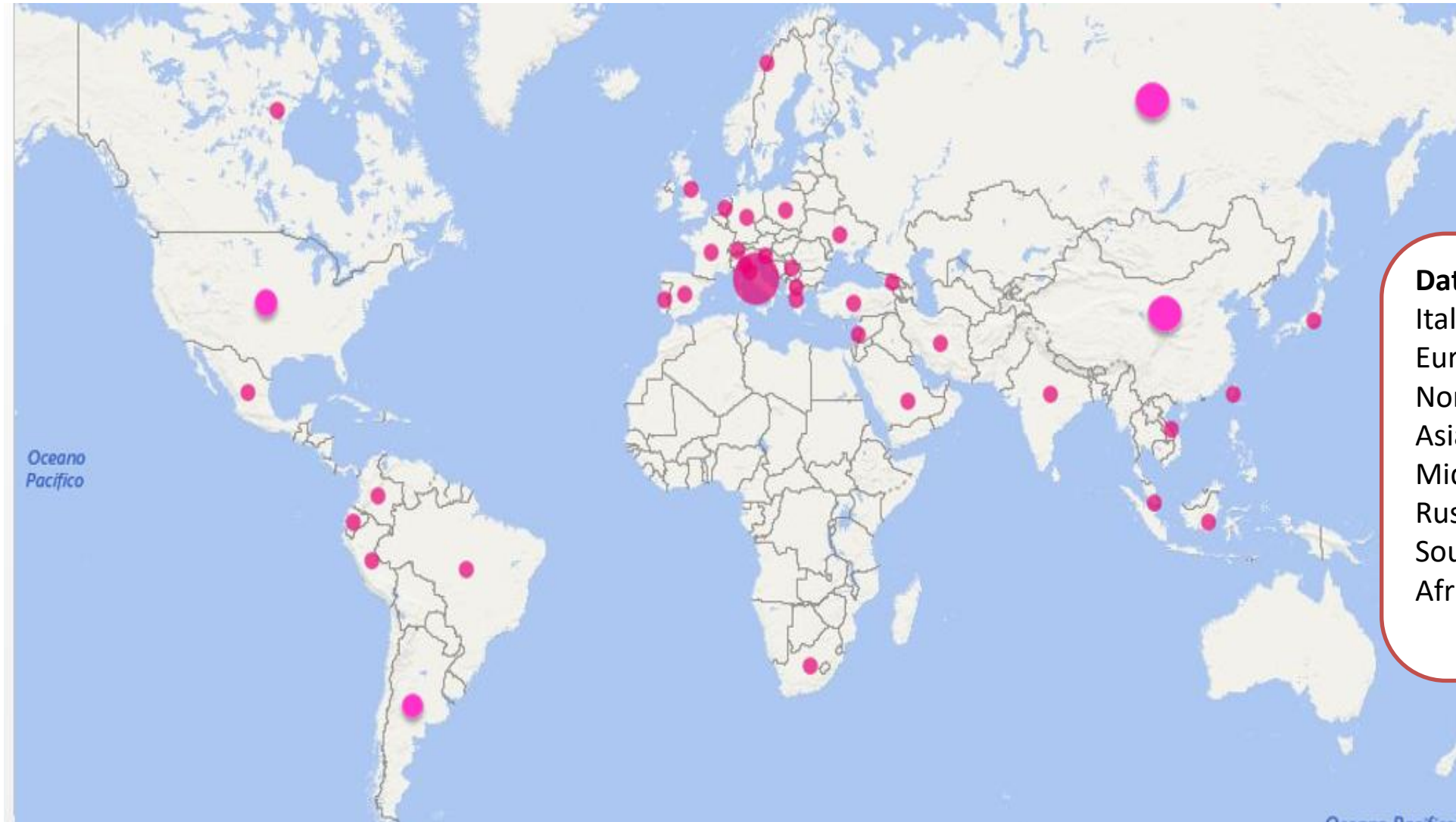
Professor: Paolo Ferri

January 20, 2025



ALMA MATER STUDIORUM
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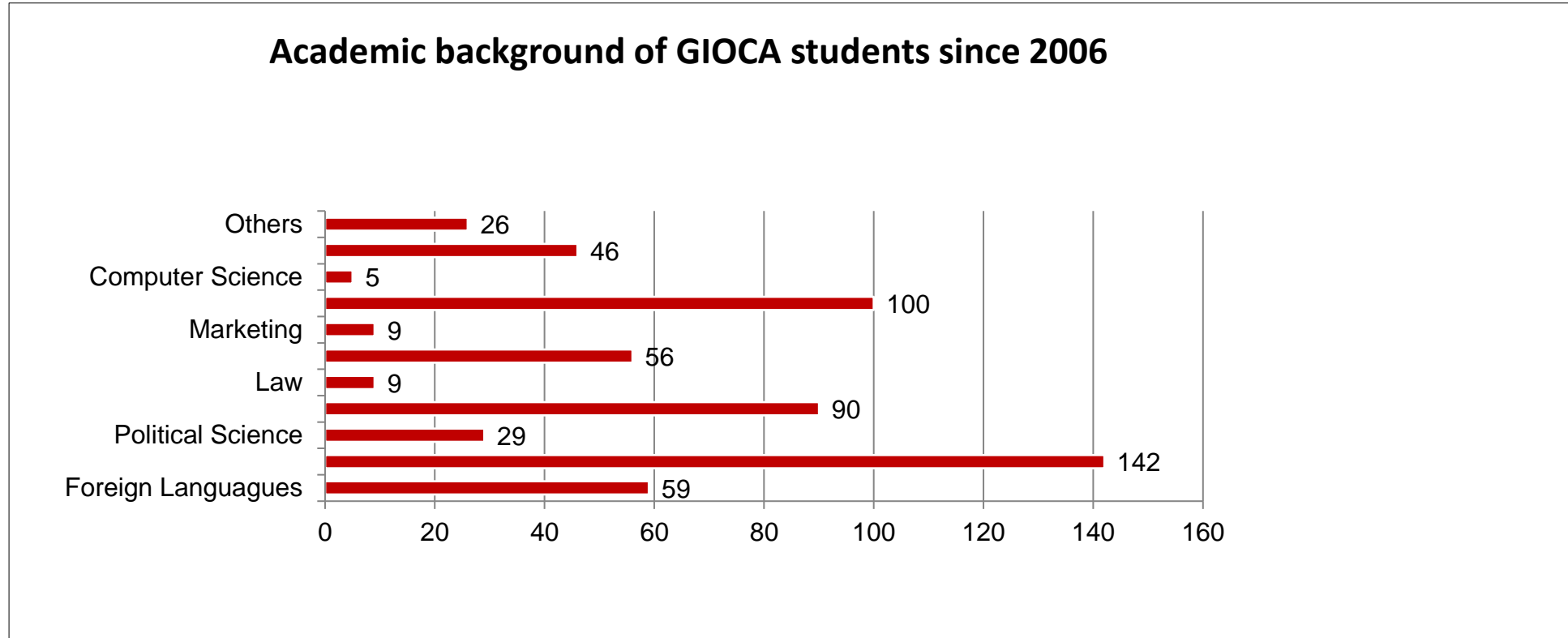
Where do Gioca students come from?



Data since 2009:
Italy: 51%
Europe: 13%
North America: 9%
Asia: 9%
Middle East: 4%
Russia & Balkans: 10%
South America: 3%
Africa 0.4%



Student's academic background



We admit students holding a BA in **different fields**: a class of peers with **diversified background** is an added value.



FIRST YEAR: Course Structure

First Year

1. COMPULSORY ACTIVITIES

Arts, law and the public sector (I.C.)

- Accounting in the arts and cultural sector
- Arts law in the digital transformation

General management (I.C.)

- Business models in creative industries
- Management of artistic and cultural organizations

Cultural economics (I.C.)

- Principles of public economics
- Cultural economics: value in cultural policy and management

Project management and fundraising (I.C.)

- Fundamentals of project management and design thinking
- Fund raising

Services marketing

Basic analytics

Module A – Basic analytics

Module B – Analytics for cultural policy

2. ONE ACTIVITY BETWEEN

Contemporary art appreciation

Heritage, history and the issue of organizing



SECOND YEAR: Course Structure

Second Year

1. COMPULSORY ACTIVITIES

Entrepreneurship in the creative industries
Reporting budget and business plan
Sociology of territory & culture

4. TWO LABORATORIES BETWEEN (4 CFU)

Laboratory of european cultural cooperation
Laboratory of festival management
Laboratory of analytical customer relationship management
Laboratory of communication design in the creative sector

2. ONE ACTIVITY BETWEEN

Regional cultural development (I.C.)

- Regional cultural policies
- Urban planning and development

Business administration and legal frame in digital industries (I.C.)

- Digital communication law
- Management of digital media

5. FINAL EXAMINATION (15 CFU)

Final examination LM
Internship for preparation for the final examination
Internship abroad for preparation for the final examination

3. TWO LABORATORIES BETWEEN (4 CFU)

Laboratory of management of information technology
Laboratory of management of the film industry
Laboratory of management of performing arts
Laboratory of management of visual art



Recently approved internships

- Benvenuti Arts
- Fondazione Nazionale del Balletto
- Fanatic about Festivals
- Salzburger Festspielfonds
- MUSEUM BOOSTER GmbH
- International Filmmaking Academy

Opportunities abroad

Study Exchange – 1 semester abroad



CAFA

Central Academy of Fine Arts
Beijing



Carnegie Mellon University

Pittsburgh, US



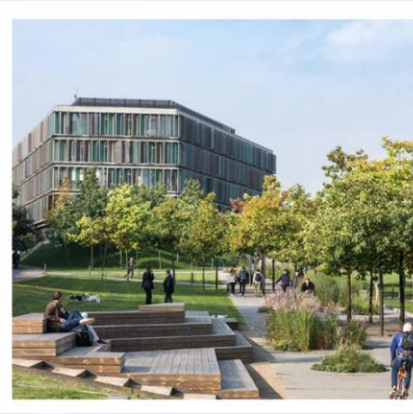
Opportunities abroad

10 Erasmus Scholarships: 1 semester abroad

**Bilgi
Universitesi**
Istanbul



Erasmus+



**Copenhagen Business
School**
Copenhagen

Paris VIII
Paris



**Universitat
de Barcelona**
Barcelona



**Hochschule FÜR
Musik und Theater**
Hamburg



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Think twice before applying if

- You have narrow career plans
- You are working full time
- You are looking for an online course:
in presence teaching!
- Scared about (financial) numbers



Our 50 «ideal» candidates

- Curious
- Ready to be challenged
- Has already some hands on experience in the arts and culture
- A reference letter helps





CAREERS



The GIOCA program creates professionals able to operate in organizational contexts where the main challenge is to strike a balance between **cultural and creative goals** and **economic viability**.

On graduating, our students will be able to carry out a variety of professional roles and functions such as *Cultural Project Manager*, *Cultural Manager* in public, not for profit and for profit contexts.



Where are alumni working?

Cesare Fialà: Co-Founder at CultureHint

Agnese Agrizzi : CEO of Ginger

Nona Markarian: Collection manager at Tbilisi Art Centre

Samantha Lloyd-Knauf: Annual fund manager at Ganna Walska Lotusland

Lucrezia Staccoli: Production manager at Big Trouble in Little Belgium

Francesca Pedone: Special Projects and Educational at Teatro Regio Parma

Linh Phan: TV and Documentary Producer at Vietnam TV

Paolo Ferri: associate professor at University of Bologna



Admission Process



Application Process



Entry Requirements



Documents required for the application



Application Process



Application Call:

GIOCA WEBSITE –ADMISSION

<https://corsi.unibo.it/2cycle/gioca/how-to-enrol>

- 1) DOWNLOAD THE APPLICATION
- 2) READ IT WELL
- 3) PREPARE THE DOCUMENTS
- 4) FOLLOW THE PROCEDURE AND APPLY THROUGH STUDENTI ONLINE

Application opening: **February 17th, 2025**

Application deadline: **April 28th, 2025 h 13.00**



Entry Requirements

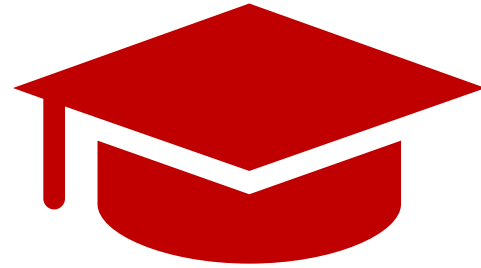


Bachelor degree (3 YEARS) to be obtained by October, 31st 2025



Assessment of English Knowledge (certified English B2 level).





Bachelor degree

Are you a student with a Bachelor degree from an *Italian University*?



Curricular Requirements for students with an *Italian Degree*

- B2 English knowledge
- **Bachelor** Degree in the following **Degree Fields** (Classi di Laurea):

EX D.M 509/99:	
L-1 BENI CULTURALI	CLASSE 13 SCIENZE DEI BENI CULTURALI
L-3 DISCIPLINE DELLE ARTI FIGURATIVE, DELLA MUSICA, DELLO SPETTACOLO E DELLA MODA	CLASSE 23 SCIENZE E TECNOLOGIE DELLE ARTI FIGURATIVE, DELLA MUSICA, DELLO SPETTACOLO E DELLA MODA
L-5 FILOSOFIA	CLASSE 29 FILOSOFIA
L-10 LETTERE	CLASSE 05 LETTERE
L-11 LINGUE E CULTURE MODERNE	CLASSE 11 LINGUE E CULTURE MODERNE
L-20 SCIENZE DELLA COMUNICAZIONE	CLASSE 14 SCIENZE DELLA COMUNICAZIONE
L-36 SCIENZE POLITICHE E DELLE RELAZIONI INTERNAZIONALI	CLASSE 15 SCIENZE POLITICHE E DELLE RELAZIONI INTERNAZIONALI
L 43 TECNOLOGIE PER LA CONSERVAZIONE E IL RESTAURO DEI BENI CULTURALI	CLASSE 41 TECNOLOGIE PER LA CONSERVAZIONE E IL RESTAURO DEI BENI CULTURALI

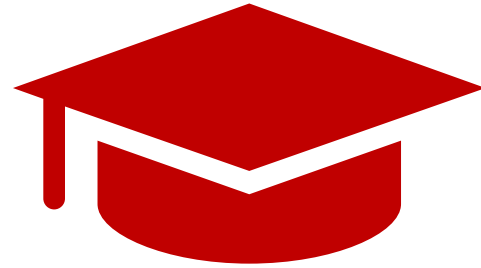


Curricular Requirements for students with an *Italian Degree*

Alternatively if you have a different Bachelor you need to have obtained at least **40 CFU** among the following scientific disciplinary sectors (SSD):

SECS-P/01 Economics (Economia Politica),
SECS-P/02 Economic Policy (Politica Economica),
SECS-P/03 Public Economics (Scienza delle Finanze),
SECS-P/05 Econometrics (Econometria),
SECS-P/10 Organization Studies (Organizzazione aziendale),
SECS-P/11 Financial Markets and Institutions (Economia degli Intermediari finanziari),
SECS-S/01 Statistics (Statistica),
SECS-S/03 Economic Statistics (Statistica economica),
SECS-S/04 Demography (Demografia),
SECS-S/05 Social Statistics (Statistica Sociale),
SECS-S/06 Mathematical methods of economy, finance and actuarial sciences (Metodi matematici dell'economia e delle scienze attuariali e finanziarie),
AGR/01 Agricultural economics and rural appraisal (Economia ed Estimo Rurale)
ING-IND/35 Business and management engineering (Ingegneria Economico Gestionale),
ING-INF/05 Information Processing Systems (Sistemi di Elaborazione delle Informazioni),

INF/01 Informatics (Informatica),
MAT/03 Geometry (Geometria),
MAT/05 Mathematical Analysis (Analisi Matematica),
IUS/04 Business Law (Diritto Commerciale),
IUS/05 Economics Law (Diritto dell'economia).
IUS/09 Istituzioni di diritto pubblico
IUS/10 Diritto amministrativo
M-GGR/01 Geografia
M-STO/01 Storia medievale
M-STO/02 Storia moderna
M-STO/04 Storia contemporanea
SPS/07 Sociologia generale
SPS/08 Sociologia dei processi culturali e comunicativi
ICAR/15 Architettura del paesaggio
ICAR/18 Storia dell'architettura
SECS-P/07 Economia Aziendale,
SECS-P/08 Economia e Gestione delle imprese,
SECS-P/09 Finanza aziendale



Bachelor degree

Are you a student with a Bachelor degree from a *Foreign University*?



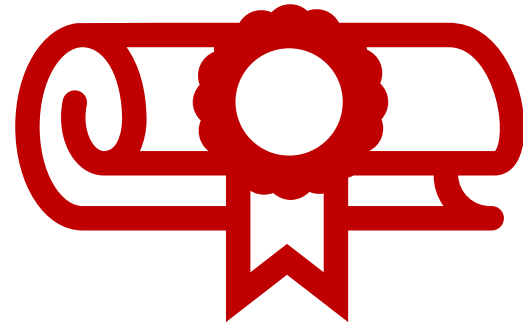
Curricular Requirements for students with a *Foreign Degree*

- **Bachelor degree** (minimum 3 YEARS)

Students with a background in Management/Economics, Humanities/Arts, law, political science, and social science → If you have a different Bachelor, the selection Committee will evaluate your studies and background.

- **B2 English** knowledge





English B2 Level



English certifications accepted (refer to the Call for Applications):

- TOEFL, IELTS, Cambridge English, Trinity College London, issued no longer than 6 years prior to the deadline for application → to be submitted within April 28th
- language certificates issued by Universities Language centres
- OOTP (Oxford Online placement Test) offered by UNIBO

CERTIFICAZIONI – LINGUA INGLESE					
	A2	B1	B2	C1	C2
British Council; IDP: IELTS Australia; Cambridge English Language Assessment	IELTS* 2.5 – 3.0 – 3.5	IELTS* 4.0 – 4.5 – 5.0	IELTS* 5.5 – 6.0 – 6.5	IELTS* 7.0 – 7.5 – 8.0	IELTS* 8.5 – 9.0
Cambridge English Language Assessment	Key (KET) Merit Pass	Preliminary (PET) Merit Pass	First (FCE) Grade B Grade C	Advanced (CAE) Grade B Grade C	Proficiency (CPE) Grade A Grade B Grade C
		Key (KET) Distinction	Preliminary (PET) Distinction	First (FCE) Grade A	Advanced (CAE) Grade A
	Cambridge English Certificate Level A2 120 – 139	Cambridge English Certificate Level B1 140 – 159	Cambridge English Certificate Level B2 160 – 179	Cambridge English Certificate Level C1 180 – 199	
		Business Preliminary (BEC Preliminary)	Business Vantage (BEC Vantage)	Business Higher (BEC Higher)	
			Financial (ICFE) 50 – 69	Financial (ICFE) 70 – 100	
			Legal (ILEC) 50 – 69	Legal (ILEC) 70 – 100	
Educational Testing Service (ETS)		TOEFL iBT 60 – 79	TOEFL iBT 80 – 99	TOEFL iBT 100 – 108	TOEFL iBT 109 – 120
Trinity College London	ISE 0	ISE I	ISE II	ISE III	ISE IV



You don't need the certificate if you:

- Attended a first cycle degree (**BA**) held in English (to indicate on the Cv and in the transcript)
- Passed a **B2 level English exam in the previous study plan** → to be clearly indicated in your transcript!
- You are English **native speaker** (to indicate on the CV)
- Certification of **3 months** working/studying experience in non-English and English-speaking countries (internship, exchange programme)



Oxford ONLINE Placement Test – CLA/UNIBO

- To reserve a place for the English proficiency test, please write an email **by the deadline of each round**, to the following email:
 - Didatticascaravilli.tutorgioca@unibo.it
- Reservations are available in the following slots:
 - *Round 1: 20 March, 21 March h.9 or h.11*
 - **DEADLINE :13 March h.11**
 - *Round 2: 10 April,11 April h.9 or h.11*
 - **DEADLINE : 3 April h.11**



You can apply to take the test only if you are a prospective student of the «Innovation and organization of culture and the arts» course.



Documents required for the application



- ☐ CV form (use the **GIOCA TEMPLATE!**.
IT'S COMPULSORY)
- ☐ ID card, or passport
- ☐ Transcript of records with final GPA
- ☐ A certificate of English knowledge (minimum level B2)* OR EQUIVALENT DOCUMENT
- ☐ OPTIONAL: For Non-EU students, a copy of your permit of stay, if applicable.
- ☐ **OPTIONAL:** reference letter related to the job/internship experience from a professional or/and an academic.
The letter must be signed
- ☐ **OPTIONAL:** For Students with an Italian Degree, Excel form with list of 40 cfu in the SSD. Use the template



Admission process

Applications are evaluated as follows:

Part 1) CV evaluation: Bachelor's Degree, international study and/or professional experiences,
English knowledge
+ evaluation of the reference letter (optional)



List of admitted candidates to the interview



Part 2) Interview with the Admission Committee: personal commitment, attitude and skills,
experiences, thesis, internships
- no preparation required

Interviews on 4 5 6 June 2025



Interviews will be only ONLINE





Application deadline (1pm Italian time!!!)



List of **admitted** candidates to the interview



Interviews



Admission ranking



Enrollment deadline
to confirm your place

AFTER ENROLLMENT...



1) CRASH COURSES assignment based on your previous studies (Strategy and Marketing, Economics, Statistics, Organizational analysis and decision making) → JULY

2) Crash courses attendance → beginning SEPTEMBER

3) Start GIOCA lectures → mid SEPTEMBER

4) WELCOME DAY → Mid September



Fees, Scholarships and Financial Aid

Tuition fees: maximum € 4.080 (including taxes) per academic year, **depending on each student economic situation** (income-based reduction scheme).

- **INTERNATIONAL STUDENTS:**

Fully exemptions (NO TAX AREA) or reduced fixed fees (FLAT TAX)

- **ITALIAN STUDENTS:**

ISEE

Scholarships or benefits provided by:

- ER-GO regional agency (accommodation, scholarships)-



Er.Go. call for applications for A.Y. 2025/26 will be published on July 2025.

Check the **UNIBO website:**

<https://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies/study-grants-for-international-students>



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GIOCA PROGRAMME **Tutor:** Sofia Bolognese - didatticascaravilli.tutorgioca@unibo.it

Thanks for your attention!

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