



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

April 10th, 2026

OPEN DAY

GiOCA

**Innovation and
Organization of Culture
and the Arts**



Five good reasons to apply

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

Class composition

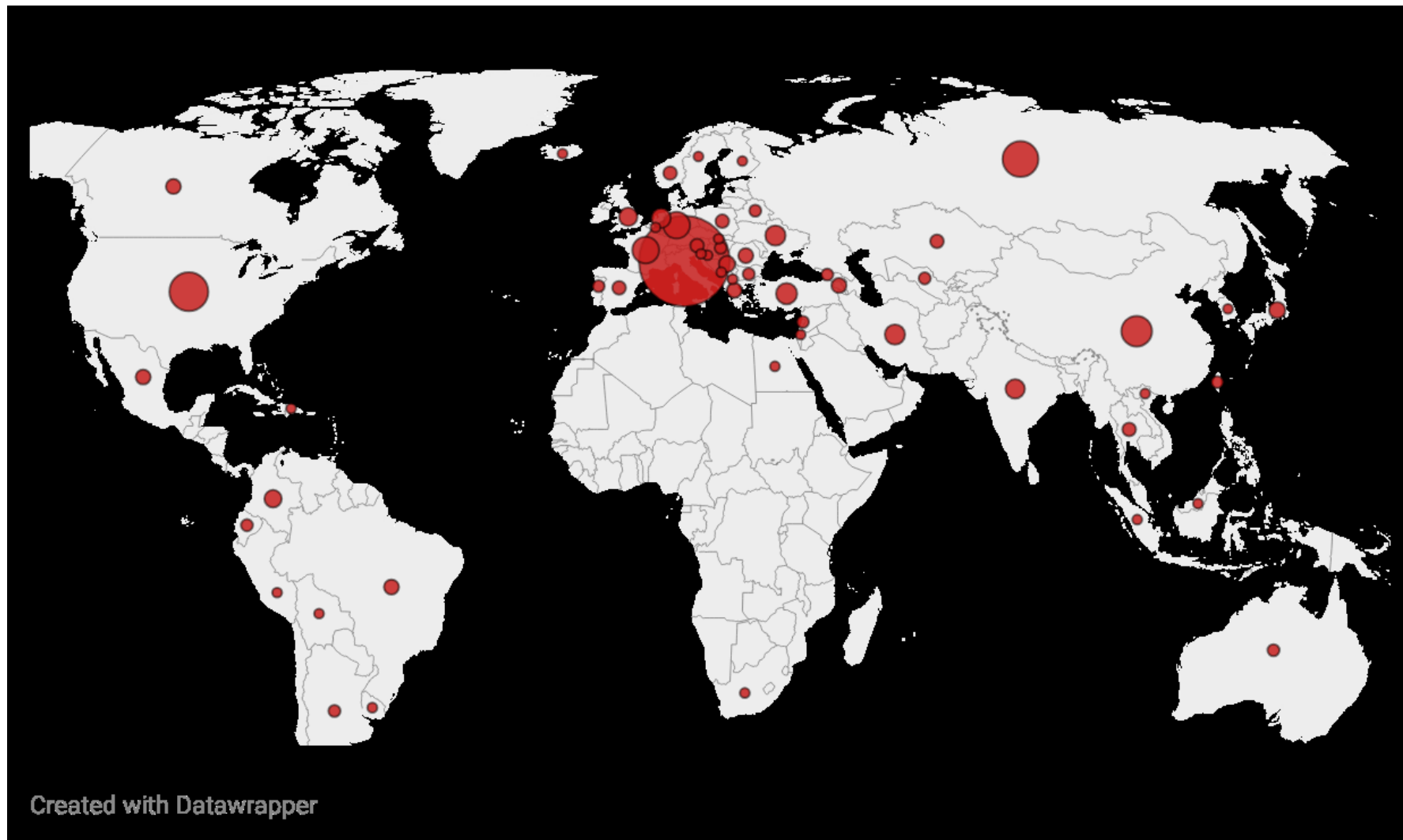
Faculty composition

Two-year master program

Bologna (and beyond...)



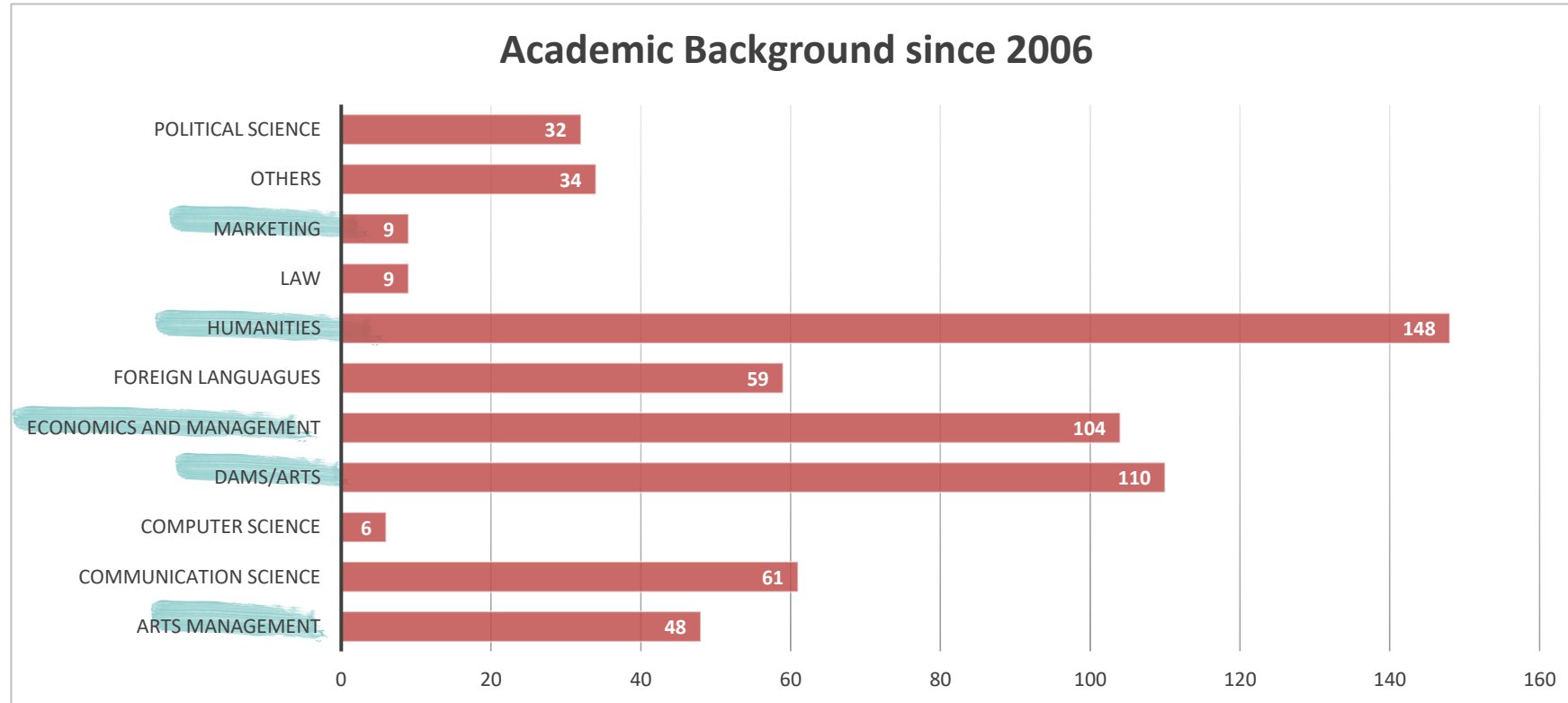
Where do Gioca students come from?



%	
50	Italy
14	Europe
10	Russian and Balkans
9	Asia
3	South America
9	North America
4	Middle-East
0.4	Africa



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

1. Compulsory activities

Arts, Law and the Public Sector (I.C.)

- Accounting in the Arts and Cultural Sector
- Arts Law in the Digital Transformation

Basic Analytics

General Management

- Business Models in Creative Industries
- Management of Artistic and Cultural Organizations

Cultural Economics (I.C.)

- Cultural Economics: Value in Cultural Policy and Management
- Principles of Public Economics

Project Management and Fundraising (I.C.)

- Fund Raising
- Fundamentals of Project Management and Design Thinking

Services Marketing

2. One activity to choose between

Contemporary Art Appreciation

Heritage, History and the Issue Of Organizing



SECOND YEAR: Course Structure

1. Compulsory activities

Reporting Budget and Business Plan

Sociology of Territory & Culture

2. One activity to choose between

Entrepreneurship in the Creative Industries (2 modules)

Managing Relationships and Networks

3. One activity to choose between

Services Marketing Business Administration and Legal Frame in Digital industries (I.C.)

- Digital Communication law
- Management of Digital Media

Regional Cultural Development (I.C.)

- Regional Cultural Policies
- Urban Planning and Development

4. Two laboratories to choose among:

Laboratory of Management of Performing Arts

Laboratory of Management of Information Technology

Laboratory of Management of Film Industry

Laboratory of Management of Visual Art

5. Two laboratories to choose among:

Laboratory of Analytical Customer Relationship Management

Laboratory of Communication Design in Creative Sector

Laboratory of European Cultural Cooperation

Laboratory of Festival Management

6. Final examination

Internship (Italy or abroad) for Preparation of Final Examination

Final Examination



Recently approved internships

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



Opportunities abroad

10 Erasmus Scholarships: 1 semester abroad

**Hochschule für
Musik and
theatre**

Hamburg



Erasmus+

Paris VIII

Paris



**Universitat
de Barcelona**
Barcelona



keDGE Business School
Bordeaux/Marseille



**Copenhagen Business
School**
Copenhagen



.. And many others

Opportunities abroad

Study Exchange GIOCA only – 1 semester abroad



CAFA

Central Academy of Fine Arts
Beijing



**Carnegie Mellon
University**
Pittsburgh, US



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





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**, London

Agnese Agrizzi : Co-founder and CEO of **Idea Ginger**, Bologna

Nona Markarian: Curator and project manager at **Tbilisi Art Centre**

Noemi Ponzoni: Researcher on innovation and creative sector at **Research Lead**, London

Lucrezia Staccoli: Audiovisual production manager at **Big Trouble in Little Belgium**, Bruxelles

Francesca Pedone: Special Projects and Educational at **Teatro Regio Parma**

Linh Phan: TV and Documentary Producer at **Vietnam TV**

Antonio Volpone: Artistic and General Director at **ATER Fondazione, Arti dello spettacolo**, Modena

Paolo Ferri: Academic professor at **University of Bologna**



The word to two GIOCA Alumnae!



GIOCA Alumni Reunion 2023





GIOCA

OPEN MIC

WHAT IS GIOCA OPEN MIC?

An open concert where every artist is invited to perform on stage for 4 or 8 minutes, for free.

Every kind of artist is welcome: MUSICIANS, ACTORS, POETS, STAND-UP COMEDIANS, and **whoever wants to perform and share their talent...**

the more diverse, the merrier!

Admission Process



**Application
Process**



Entry Requirements



**Documents required
for the application**



Application Process



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

Application Call:

GIOCA WEBSITE –ADMISSION

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

Application opening: **February 17th, 2026**
Application deadline: **April 28th, 2026 h 13.00**



Entry Requirements

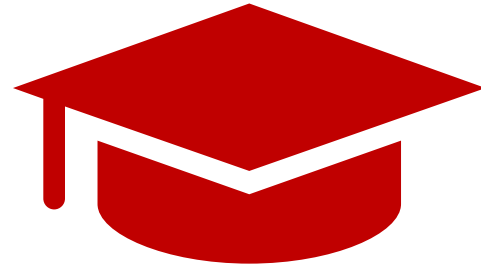


Bachelor degree (3 YEARS) to be obtained by December 31°, 2026



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 (*refer to the Call for details*)
- **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

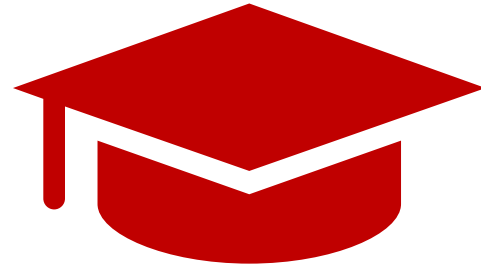


Curricular Requirements for students with an *Italian Degree*

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*?



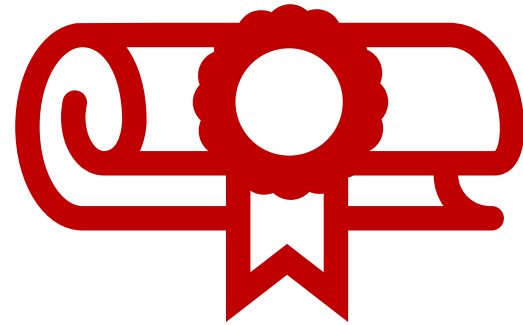
Curricular Requirements for students with a *Foreign Degree*

- **Bachelor degree (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** (*refer to the Call for details*)





English B2 Level



English certifications accepted:

- 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 such as CLA
- OOTP (Oxford Online placement Test) offered by UNIBO – see the website for details and instructions

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 any certificate** if you fall into the following cases:

- 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** → please upload a self-certification!



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: 19 March, 20 March, 2026 at 9 or 11 am*
 - **DEADLINE :13 March, 2026 at 11 am**
 - *Round 2: 16 April,17 Apri, 2026 at 9 or 11 am*
 - **DEADLINE : 10 April, 2026 at 11 am**



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:** For Students with an Italian Degree, **Excel** form with list of 40 cfu in the SSD. Use the template

GIOCA Application 2026/27
Master's Degree in Innovation and Organization of Culture and the Arts

Curriculum Vitae (CV Form)
Upload this file as PDF in Σημειώσεων

- Personal data (compulsory fields)**
Last name: Fare clic qui per immettere testo.
First name: Fare clic qui per immettere testo.
Gender: Fare clic qui per immettere testo.
Place of birth: Fare clic qui per immettere testo.
Date of birth: Fare clic qui per immettere testo.
Nationality: Fare clic qui per immettere testo.
City: Fare clic qui per immettere testo.
Mobile: Fare clic qui per immettere testo.
E-Mail: Fare clic qui per immettere testo.
Citizenship: Fare clic qui per immettere testo.
- University (compulsory fields)**
Degree in: Fare clic qui per immettere testo.
Type of degree: Fare clic qui per immettere testo.
University: Fare clic qui per immettere testo.
Level of Bachelor (min. requested 3 years): Fare clic qui per immettere testo.
Country: Fare clic qui per immettere testo.
Year of graduation: Fare clic qui per immettere testo.
Title of thesis: Fare clic qui per immettere testo.
- For graduate students: (compulsory fields)**
Month and year of graduation: Fare clic qui per immettere testo.
- For graduating students: (compulsory fields)**
Expected graduation date: Fare clic qui per immettere testo.
Number of exams/courses to complete: Fare clic qui per immettere testo.
- Internships, if available (Fill in for each internship, max 3)**
Hosting organization (name and location): Fare clic qui per immettere testo.
Industry (cultural heritage, visual arts, performing arts, cinema, music, publishing, design, fashion, other in creative industries) Fare clic qui per immettere testo.
Length in month: Fare clic qui per immettere testo.
Employment type (Full time/part time/on call): Fare clic qui per immettere testo.

* Full time: >35 hrs a week; Part time: between 20 and 35 hrs a week; **Flexibility**: <20 hrs a week
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Admission process

Applications are evaluated as follows:

Part 1) Evaluation of CV and qualifications: Bachelor's Degree, international study and/or professional experiences, English knowledge, academic merit



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 3, 4 and 5 June 2026



Interviews will be only ONLINE on MS Teams





Application deadline (1pm Italian time!!!)



List of **admitted candidates** to the interview



Online interviews



Admission ranking



Enrollment deadline to confirm your place



AFTER ENROLLMENT...



1) CRASH COURSES (Strategy and Marketing, Economics..) → AUGUST

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. 2026/27 will be published around July 2026.

Check the **UNIBO website:**

[/https://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies/study-grants-for-international-students](https://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies/study-grants-for-international-students)

FOR MORE INFO: ases.contribuzionistudentesche@unibo.it



Thank you for the attention!

