



CU/IN395 SUPERVISED ARTS AND CULTURE INTERNSHIP SEMINAR

IES Abroad Vienna

MISSION STATEMENT:

Our internships provide unique opportunities for students studying outside their home universities. Being an intern means that one can gather experience outside the IES bubble by immersing oneself into another cultural environment, work situation, and day-to-day routine. By collaborating with Austrians directly students are bridging the gap between the central European culture and their North American backgrounds. They receive a hands-on experience in a field they are interested in, that can add to their majors, their personal development and growth, or just to their CVs. Thus enriched, they have another asset in their resume when applying for future jobs. All this unfolds under the personal and individual guidance of IES instructors in the weekly seminars and on different internship sites. Our students become true ambassadors and cosmopolitan citizens, bridging countries once far apart.

DESCRIPTION:

The Supervised Arts and Culture internship offers first-hand experience and involvement in Austrian cultural institutions, businesses and service organizations engaged in Vienna, Austria. The experiential work component of the internship is supplemented by a seminar which explores fundamental aspects of European and Austrian research and arts management approaches. Students will be exposed to nonprofit and for profit management practices in various Austrian nonprofit and/or commercial organizations. In the corresponding class students discuss the differences of management practices between American and Austrian cultural systems. Class content includes seminars and presentations on European and Austrian management practices and how they differ from the US. Students will explore Vienna by participating in excursions and management talks to the many outstanding institutions engaged in above mentioned fields. Placements include but are not limited to the areas of performing arts, music publishing companies, museums, musicology, event related nonprofit organizations, creative industries as well as business and arts.

The Internships vary depending upon the nature of the arts organization as well as the department in which the intern will work, though most of the work will consist of assigned projects, research or administrative assistance. The individual internship programs are to be agreed upon by the intern and the job supervisor by means of a mutual pre-selection process at the beginning of the semester.

CREDITS: 3 credits

CONTACT HOURS: 45 hours; 100-150 hours at placement

LANGUAGE OF INSTRUCTION: English

PREREQUISITES:

Vary according to internship sponsor. Some of the internship positions may require a language requirement, while the majority of the offered internship positions have none. Prior approval for the internship by both the student's academic advisor and home institution is required.

SELECTION:

The internships are awarded on a competitive basis. The selection procedure is as follows:

1. A pre-screening interview with the internship coordinator to discuss the openings available and their relationship to the student's background and interest.
2. Application for a position which will be accompanied by the student's curriculum vitae and the coordinator's recommendation.
3. Selection by the organization offering the internship position based on interviews with the applicant.

METHOD OF PRESENTATION:

- Lectures with discussions
- Guest lectures on current issues; production, booking, event management, heritage marketing, arts markets
- Power Point presentations

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- Group Work on cases
- Student presentations
- Summary and reflections on prior lesson
- Course-related field trips

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course participation – 10%
- Research Paper - 20%
- Presentations - 20%
- On the job internship grade – 50%

Course Participation

Summaries and reflections of prior lessons; group activities

Research Paper

Analysis of experience, selected business; method SWOT analysis

Presentation

Students select a business area of their choice. Grading is based on a) choice of literature, content; b) clarity of presentation: Power Point/oral presentation

On the job internship grade

Supervisor at the chosen business provides his/her grade based on students' performance (criteria: performance, punctuality, integration in company)

LEARNING OUTCOMES:

By the end of the course students will be able to:

- have a general understanding of Austrian and European art management systems
- create budgets and marketing plans for art events
- differentiate between the US and the European arts management structures
- understand general principles of European/ Austrian art management practices
- show up an additional invaluable experience on his/her resume'
- gain an international work experience that hardly any other US student can compete with

ATTENDANCE POLICY:

IES Vienna requires attendance at all class sessions, including field study excursions, internship meetings, scheduled rehearsals, and all tests and exams. Attendance will be taken for every class. If a student misses more than two classes without an excuse, the final grade will be reduced by one-third of a letter grade (for example, A- to B+) for every additional unexcused absence.

Excused absences are permitted only when:

- 1) a student is ill (health issues),
- 2) when class is held on a recognized religious holiday traditionally observed by the particular student, or
- 3) in the case of a grave incident affecting family members;
- 4) Exceptions may be made for conflicting academic commitments, but only in writing and only well in advance of missed class time.

Please refer to IES Vienna Attendance Policy for details on how to get your absences excused.



CONTENT:

Week	Content	Assignments
Week 1	Introduction to course and topics, syllabus General introduction on the arts and cultural structure of Austria, the European Union; differences to US. First interviews with students on placements	Interviewing classmates in order to know each other. Student presentations on missions and goals of companies they work with
Week 2	Literature session Course related field trip to Salon Schräg	Students form teams will receive literature pertinent to their placement Site inspection Group work event creation
Week 3	Seminar on art management careers in Europe The European CV	Review of CVs
Week 4	Course related field trip to Vienna State Opera; Guest lecture Stephanie Wippel: Opera Management, booking, contracts, human resources	Discussion
Week 5	Midterm Week – no class	
Week 6	Student presentations on Readings	PPT presentations and discussion Student presentations on missions and goals of companies they work with
Week 7	Course related field trip Schönbrunn Palace Guest lecture by Maria May Munoz on Heritage Management	Review of field trip
Week 8	Course related field trip to Dorotheum, the oldest auction House of the World	Discussion Guest lecturer Raphael Schwarz, Auctioneer and Marketing Expert



Week 9	Student Presentations on internship performance, learning outcomes	Student presentations using SWOT analysis
Week 10	Semester ends	Preparation of letter of recommendation

COURSE-RELATED TRIPS:

Students will be offered a number of course related field trips

- Vienna State Opera
- National Museums Belvedere and Leopold
- Dorotheum Auction House
- Schönbrunn Palace
- Art destination Museumsquartier
- Amusement Park Prater
- Creative Industries: Swarovski Flagship Store, Vienna Silver Manufactory, Snow Globe Museum, Urban Speed Fashion

REQUIRED READINGS:

- Colbert Francois: Marketing Culture and the Arts, 2012 by Gaetan Morin E´diteur Ite´e, Boucherville, Canada
- Hoover, Deborah, Supporting yourself as an artist, Oxford University Press, N.Y. 1989
- NEA, Business and the arts, How they meet their challenge, 1984
- Wolf Thomas, Managing a nonprofit Agency in the 21st century, Simon and Schuster, Fireside Rockefeller Center, 1999

RECOMMENDED READINGS:

- Newspaper, texts, magazine articles to be handed out by instructor