



**Carnegie Mellon University**

**2020-21 Student Handbook  
MAM-GIOCA Program Addendum  
Class of 2021**

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*Version 1.1, Last updated July 25, 2020*

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412.268.6706

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## **1. SUMMARY OF KEY REQUIREMENTS**

1. **Familiarize yourself with BOTH the Heinz College-Wide Handbook and this MAM Program Handbook Addendum to ensure that you comply with all Program requirements.** If you do not meet all of the requirements for graduation, you will not be permitted to graduate.
2. To graduate, you *must* complete 198 units of coursework (150 units in Pittsburgh plus 48 transfer units from Bologna) with at least a 3.0 Grade Point Average.
3. Your academic advisor must approve your initial schedule and all schedule changes. Students can change their schedules -- once they have met with their advisor -- using Carnegie Mellon's Online Registration, up until the official Add/Drop deadline for the semester or mini.
4. For each semester except your last, you must take between 45 and 60 units. In your final semester, you must take at least 36 units. If you want to take more or fewer courses than this, you must submit a petition to the Director of the MAM Program in advance. International students may not take fewer than 36 units.
5. You are permitted to take up to 12 units of Independent Study, but you may submit a petition to the Program Director for permission to take additional units.
6. If circumstances beyond your control prevent you from completing all requirements for a course by the end of a semester, you may ask the instructor for permission to take an incomplete and to make up the work. If the instructor agrees (and s/he may refuse), you must sign a formal contract. You must sign the contract before the end of the semester, and you must complete the work by the end of the following semester. Instructors will impose grade penalties for incompletes, except when they are due to serious illness or other unavoidable circumstances.
7. It is your obligation to understand and comply with the rules of academic conduct at the Heinz College. Penalties for breach of these standards can range from failure of the course to expulsion from the College. Be sure that you know each instructor's rules regarding permissible collaboration on assignments.
8. You must complete an internship in summer after your first year at CMU. This internship must meet MAM Program Committee standards and must be approved in advance by both the MAM Program Director and the Heinz College's Associate Director of Career Services.
9. A leave of absence must be requested in advance if you intend to be away from the College for an extended period other than a summer. Any student who interrupts their program of study without such approval will be deemed to have withdrawn and will be required to seek readmission before returning.
10. All Heinz College academic forms (handbooks, petitions, independent study contracts, etc.) are located on the Heinz website: <https://www.heinz.cmu.edu/current-students/>.

## **2. MAM MISSION STATEMENT AND PROGRAM OUTCOMES**

### **2.1 MAM Mission Statement**

The mission of the Master of Arts Management (MAM) Program at Carnegie Mellon University is to increase the capacity, effectiveness, expertise and impact of management in the arts, culture and heritage enterprises and related agencies through structured and rigorous graduate-level academic curricula, applied research, engagement in creative industries and service to the field.

### **2.2 MAM Program Outcomes**

Students in the MAM Program should be able to:

- Practice evidence-based, data-driven, quantitative management;
- Apply effective and innovative leadership tools, skills and techniques;
- Communicate effectively in verbal, written, and visual form;
- Investigate the field through critical thinking and analytical skills;
- Contribute to goals and successful outcomes of teams, recognizing the complexity inherent in working with diverse groups; and
- Understand the historical, theoretical and practical foundations in an ever-evolving field

### **2.3 MAM Values**

- Individual attention to the needs and aspirations of all students;
- A culture that nurtures a personal commitment to serve the sector and an academic community that values diversity, promotes creative thinking and encourages ethical behavior;
- Maintaining currency and relevance in an ever-changing world from a national and international perspective;
- Demonstrating knowledge and developing skills in experiential practicum experiences;
- Fostering an environment to cultivate student innovation, leadership

## **3. MAM-GIOCA CURRICULUM (PITTSBURGH)**

The MAM curriculum is structured with a set of Common Core courses and electives. In order to successfully complete the MAM Program, you must complete the following:

- 150 units of course credit at Carnegie Mellon;
- All core courses (unless you exempt them);
- Approved electives;
- All other standards for graduation, including meeting minimum grade point averages; and
- 48 credits of transfer units from Bologna

You will normally complete the CMU component in three terms (Fall, Spring, Fall), 1.5 academic years of full-time study.

Academic Year 1	Academic Year 2	Academic Year 2.5
<i>September – June</i> BOLOGNA, ITALY <ul style="list-style-type: none"> <li>• UNIBO Coursework (4 terms)</li> </ul>	<i>August - May</i> PITTSBURGH, PA <ul style="list-style-type: none"> <li>• CMU Coursework (2 terms)</li> </ul> <i>May-August</i> LOCATION TBD (up to student) <ul style="list-style-type: none"> <li>• Summer Internship</li> </ul>	<i>August - December</i> PITTSBURGH, PA <ul style="list-style-type: none"> <li>• CMU Coursework (2 terms)</li> <li>• Systems Synthesis (thesis/capstone)</li> </ul> <i>December</i> <ul style="list-style-type: none"> <li>• CMU Graduation</li> <li>• UNIBO Graduation (or March)</li> </ul>

### 3.1 Academic Advising

Throughout your student career, you will have the MAM program director and an assigned academic advisor to help with day-to-day advisement. Your advisors can help you in selecting courses and dealing with academic problems. You should plan to meet with both your advisor and program director at least once per semester, but feel free to call upon them at any time. It is your responsibility to obtain approval and communicate schedule and class changes to the program director as well as the assigned advisor. The College's faculty and staff will try to help you in every way possible to successfully complete your program. However, **it is ultimately your responsibility to ensure that you meet all of your program's requirements.**

### 3.2 Common Core

You must complete the Core required for your program in order to graduate. You must take Core courses in the sequence shown in the *Recommended Schedule of Courses*, unless you obtain permission in advance from the MAM Program Director to defer required courses until the following year or you exempt them.

The Common Core includes four Required Content Bins: *Arts Enterprises Models*, *Additional Finance/Accounting*, *Additional External Relations*, and *Additional Data-Driven Analysis*. Three Content Bins (*Additional Finance/Accounting*, *Additional External Relations*, and *Additional Data-Driven Analysis*) each have a 6-unit requirement; students are required to select one 6-unit course to fulfill these Bins. The *Arts Enterprises Models* Content Bin requires 12 units; students must take two 6-unit classes to fulfill this Bin.

The table below includes the current set of Heinz Faculty approved courses that students may take to satisfy each Content Bin. The specific courses and sequence in which a student takes each course should be discussed with, and approved by, the student's academic advisor.

#### **Core (Required) Courses (114 units)**

##### **MAM-GIOCA Core Courses:**

93-703	Arts Enterprises: Management & Structures	12 units
93-xxx	Arts Enterprises Models Requirement Content Bin (choose two):	12 units
93-807	Museum Operations (6 units)	
93-808	Exhibitions Management (6 units)	
93-811	Producing a Performing Arts Season (6 units)	
93-812	Presenting Performing Arts & Festivals (6 units)	
93-732	Database Theory and Practice for Creative Enterprises	6 units
93-831	Law and the Arts	12 units
93-717	Writing for Creative Enterprises OR 94-701 Business Writing	6 units
93-847	Arts Management Seminar I	0 units
93-849	Arts Management Seminar II	0 units

93-826	External Relations: Fundraising and Individual Giving	6 units
93-827	External Relations: Fundraising and Institutional Giving	6 units
93-821	External Relations: Arts Marketing and Public Relations	6 units
9X-xxx	<b>Additional External Relations Requirement (choose one):</b>	6 units
94-707	Data-Focused Marketing ( <i>fall</i> )	
90-801	Media & Communication Design I ( <i>fall/spring</i> )	
95-732	Marketing Digital Media ( <i>spring</i> )	
90-782	Multimedia ( <i>fall/spring</i> ) 12 units	
94-823	Measuring Social ( <i>spring</i> ) 12 units	
94-708	Applied Strategic Marketing	

**Heinz Core Courses:**

90-718	Strategic Presentation Skills	6 units
94-700	Organizational Design and Implementation	6 units
90-739	Systems Synthesis	12 units
90-723	Financial Statements and Analysis of Companies	6 units
9X-xxx	<b>Additional Finance/Accounting Requirement Content Bin (choose one):</b>	6 units
90-744	Nonprofit Statements & Analysis	
95-716	Principles of Finance	
90-725	Management Accounting	
90-731	Public Financial Management	
9X-xxx	<b>Additional Data-Driven Analysis Requirement Content Bin (choose one):</b>	6 units
91-819	Optimization and Risk Modeling for Managers ( <i>spring</i> )	
91-729	Business Analytics for Managers ( <i>spring</i> )	
94-832	Business Intelligence and Data Mining w/SAS ( <i>fall/spring</i> )	
94-834	Applied Econometrics I ( <i>fall/spring</i> )	
90-722/760	Management Science I/II ( <i>spring</i> )	

**Other:**

94-900	Summer Internship	0 units
XX-XXX	Various Approved Electives	36 units

**University of Bologna Transfer Courses:**

		48 units
	Cultural Economics (HNZ = 90-710)**	12 units
	Quantitative Methods for Decision Analysis (HNZ = 90-707)**	12 units
	Approved arts management electives	24 units

**\*\*If grade is less than a C-, class will not transfer and the course must be retaken at Heinz**

**Total Units Required for Graduation:****198 units**

### 3.3 Recommended Schedule of Courses (Pittsburgh only)

The following schedule of courses, recommended by the MAM Program, reflects the minimum unit requirements for graduation (198 units). Students are encouraged to enroll for additional courses, especially during the fall and spring of their second year of study. **NOTE:** Core courses must be taken according the schedule below, unless you obtain permission from the Program Director to defer required courses or you exempt them. If you exempt a first-year required course, contact your advisor about appropriate electives or other core courses you might take.

<b>Fall semester – Year 1</b>	<b>Units</b>	<b>Spring semester – Year 1</b>	<b>Units</b>
93-703 Arts Enterprises: Mgmt & Structures	12	90-723 Financial Statements and Analysis	6
93-831 Law and the Arts	12	9X-xxx <i>Additional Finance/Accounting Bin</i>	6
94-700 Organizational Design & Implementation	6	93-826 Fundraising: Individual Giving	6
93-717 Writing for Creative Enterprises	6	93-827 Fundraising: Institutional Giving	6
94-707/08 Data-Focused Marketing -OR- Applied Strategic Marketing	6	93-821 Arts Marketing and PR	6
93-847 Arts Management Seminar I	0	93-732 Database for Creative Enterprises	6
Electives	12	90-718 Strategic Presentation Skills	6
		93-849 Arts Management Seminar II	0
		93-808 Exhibitions Management OR	
		93-836 Presenting Perf Arts & Festivals	6
		Elective	6
<b>Total</b>	<b>54</b>	<b>Total</b>	<b>54</b>
<b>Summer -- 94-900 Internship (0 units)</b>			
<b>Fall semester – Year 2</b>	<b>Units</b>		
93-807 Museum Operations OR			
93-811 Producing a Perf Arts Season	6		
90-739 Systems Synthesis	12		
9X-xxx <i>Additional Data-Driven Analysis Bin</i>	6		
Electives	24		
<b>Total</b>	<b>48</b>		

### 3.4 Electives and Interest Areas

In addition to the Core, you may select electives to support your chosen career path or interest area and to supplement areas of expertise. Here are some guidelines to help you with choosing electives:

- Students need to take a minimum of 60 units of approved electives
- MAM students may take up to 12 units of free electives in College of Fine Arts courses, with the approval of the MAM Program Director.
- Approved graduate courses across the University may also be taken if they are graduate level and contribute to your growth and development as an arts manager.
- Undergraduate courses will not count toward your MAM degree unless approved by the Assistant Dean via General Petition. Even if approved, graduate students can only earn "Pass/No Pass" units (vs. letter grades) and the grade will not be factored into your QPA.
- CMU graduate students may take up to 24 units (total) of courses at Tepper School of Business. For more information, visit <https://www.cmu.edu/tepper/programs/mba/curriculum/mba-course-requests/carnegie-mellon-graduate-students.html>
- Approved graduate courses outside the University are also permitted through the Pittsburgh Council on Higher Education agreement. For more information, visit [www.cmu.edu/hub/registrar/registration/cross/outgoing.html](http://www.cmu.edu/hub/registrar/registration/cross/outgoing.html)

**MAM-SPECIFIC ELECTIVES**

93-832	Arts & Community Development	(fall)	6 units
93-813	Arts Facilities Management	(TBD)	6 units
93-809	Public Art	(fall)	6 units
93-828	Advanced Topics in Fundraising ( <i>MAM2 only</i> )	(fall)	3 units
93-807	Museum Operations ( <i>if 93-811 taken as core, MAM2 only</i> )	(fall)	6 units
93-811	Producing a Perf Arts Season ( <i>if 93-807 taken as core, MAM2</i> )	(fall)	6 units
94-843	Research Seminar in Arts Management & Technology	(fall)	6 units
93-815	Audience Engagement & Participation	(spring 2022 only)	6 units
93-804	Arts in Education	(spring)	6 units
93-846	Cultural Policy & Advocacy in the U.S.	(spring)	6 units
93-808	Exhibitions Management ( <i>if 93-812 taken as core, MAM2</i> )	(spring)	6 units
93-812	Presenting Perf Arts & Festivals ( <i>if 93-808 taken as core, MAM2</i> )	(spring)	6 units
93-844	Live Music: Touring & Revenue Streams	(spring)	6 units
93-XXX	Special Topics in Arts Management	TBD	3 units

**SAMPLE ELECTIVE INTEREST AREAS**

Some of the electives likely to be of interest to MAM students are listed below by interest track. Although concentrations and tracks are not required within the MAM program, students may elect to follow courses within a particular interest and function area. These are mere recommendations, and students certainly may opt to try interest areas that are not on this list. For a complete list of electives, please consult the Carnegie Mellon Schedule of Courses.

**Marketing**

94-843	Research Seminar in Arts Management & Tech	(fall)	6 units
94-707	Data-Focused Marketing	(spring)	6 units
94-708	Applied Strategic Marketing	(fall)	6 units
93-815	Audience Engagement and Participation	(spring 2022 only)	6 units
94-828	Survey Design	(fall)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-823	Measuring Social	(fall/spring)	12 units
95-732	Marketing Digital Media	(spring)	6 units
90-801	Media & Communication Design I	(fall/spring)	6 units
90-804	Media & Communication Design II	(spring)	6 units
90-782	Multimedia – <i>do not take if 90-801 or 90-804</i>	(fall/spring)	12 units
05-692	Interaction Design Overview (HCII)	(fall/spring)	9 units
45-xxx	<i>Marketing course at Tepper</i>		
51-xxx	<i>School of Design course</i>		

**Fundraising**

93-828	Advanced Topics in Fundraising ( <i>dates listed online</i> )	(fall)	3 units
94-824	Creating Results Oriented Programs	(TBD)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
93-846	Cultural Policy and Advocacy in the US	(spring)	6 units
94-813	Project Management	(fall/spring)	6 units
94-800	Negotiation	(fall/spring)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-870	Telling Stories with Data	(fall/spring)	6 units

**Arts and Cultural Policy**

93-804	Arts in Education	(spring)	6 units
93-846	Cultural Policy and Advocacy in the US	(spring)	6 units



93-809	Public Art	(fall)	6 units
93-832	Arts & Community Development	(fall)	6 units
90-703	Gender, Politics, and Policies	(spring)	6 units
90-714	Policy and Politics in American Institutions	(spring)	12 units
90-713	Policy and Politics: An International Perspective	(spring)	12 units
90-789	Resilient & Sustainable Communities	(spring)	12 units
94-831	Design Thinking for Social Innovation	(fall)	12 units
90-860	Policy in a Global Economy	(fall)	6 units
94-870	Telling Stories with Data	(fall/spring)	6 units
90-704	Poverty, Inequality and Social Policies	(fall)	12 units
90-712	Quantitative Analysis of Inequality	(fall)	6 units
90-750	Civic Engagement as a Community Process	(fall)	6 units
94-890	Race, Politics and Policies in the U.S.	(fall)	6 units

### ***Interdisciplinary Arts Programming***

93-813	Arts Facilities Management	(TBD)	6 units
93-808	Exhibitions Management ( <i>if 93-811 taken as core</i> )	(spring)	6 units
93-811	Producing a Perf Arts Season ( <i>if 93-808 taken as core</i> )	(fall)	6 units
93-804	Arts in Education	(spring)	6 units
93-807	Museum Operations ( <i>if 93-812 taken as core</i> )	(fall)	6 units
93-812	Presenting Perf Arts & Festivals ( <i>if 93-807 taken as core</i> )	(spring)	6 units
94-824	Creating Results Oriented Programs	(TBD)	6 units
62-708/18	Theater Architecture I/II	(spring)	6 units
93-XXX	Special Topics in Arts Management	(TBD)	3-6 units
TBD	<i>Graduate art history course at Pitt</i>		

### ***Community and Economic Development***

93-804	Arts in Education	(spring)	6 units
93-832	Arts & Community Development	(fall)	6 units
93-846	Cultural Policy and Advocacy in the US	(spring)	6 units
90-750	Civic Engagement as a Community Process	(fall)	6 units
90-789	Resilient & Sustainable Communities	(spring)	12 units
90-748	Real Estate Development	(fall)	6 units
94-831	Design Thinking for Social Innovation	(fall)	12 units
94-824	Creating Results Oriented Programs	(TBD)	6 units
90-763	Human Rights Conflict and Development	(fall)	12 units
94-800	Negotiation	(fall/spring)	6 units
90-712	Quantitative Analysis of Inequality	(fall)	6 units
XX-XXX	<i>Course at University of Pittsburgh School of Education</i>		

### ***General Management***

94-813	Project Management	(fall/spring)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
90-722	Management Science	(spring)	12 units
90-737	Budget Management Control System	(fall)	12 units
90-744	Nonprofit Statements & Analysis	(spring)	6 units
94-824	Creating Results Oriented Programs	(TBD)	6 units
94-800	Negotiation	(fall/spring)	6 units
91-800	Organizational Management	(fall)	12 units
94-866	Design Thinking	(spring)	6 units
94-774	Business Process Modeling	(spring)	6 units
90-845	Social Innovation Accelerator	(fall)	12 units
94-814	Evidence-based Management	(fall)	6 units

**Leadership**

91-809	Organizational Change	(spring)	6 units
91-850	Planning for Innovation	(TBD)	6 units
91-869	Conflict Resolution	(spring)	6 units
94-801	Acting for Management	(spring)	6 units
94-800	Negotiation	(fall/spring)	6 units
94-811	Strategy Development	(fall/spring)	6 units
94-854	Developing as a Leader	(fall/spring)	6 units
94-866	Design Thinking	(spring)	6 units
94-883	Applied Ethical Analysis	(fall)	6 units
94-890	Race, Politics and Policies in the U.S.	(fall)	6 units

**Research and Data Analytics**

94-843	Research Seminar in Arts Management & Tech	(fall/)	6 units
90-823	Program Evaluation	(fall/spring)	12 units
94-832	Business Intelligence & Data Mining SAS	(fall/spring)	6 units
94-834	Applied Econometrics	(fall)	6 units
94-828	Survey Design	(fall)	6 units
94-802	Geographic Information Systems (GIS)	(fall/spring)	12 units
94-824	Creating Results Oriented Programs	(TBD)	6 units
94-870	Telling Stories with Data	(spring)	6 units
94-774	Business Process Modeling	(spring)	6 units

**3.5 Course Registration**

Students should log onto to their Student Information Online (SIO, via the HUB) to view their registration times, plan their course schedule, and register for courses. Please note the following:

- A complete tutorial with step-by-step instructions is available at <https://www.cmu.edu/hub/registrar/registration/index.html>
- View the Heinz Course Catalog for course descriptions: [https://api.heinz.cmu.edu/courses\\_api/course\\_list/](https://api.heinz.cmu.edu/courses_api/course_list/)
- View the Schedule of Classes: <https://enr-apps.as.cmu.edu/open/SOC/SOCServlet/search>
- A “mini” course is a half-semester course (Mini 1 = August-October, Mini 2 = October-December, Mini 3 = January-March, Mini 4 = March-May).
- If a course has multiple section options, it is noted with multiple corresponding numbers (A,B,C...)

Please refer to *3.4 Electives and Interest Areas* for information on registering for courses at Tepper or at other universities. Please be sure to read the Heinz College-Wide Handbook for information about registration policies, wait list policies, and more.

**4. SYSTEMS SYNTHESIS (CAPSTONE)**

The Systems Synthesis capstone project course is an essential component of the Core. Each year we offer at least four MAM-specific Systems Synthesis projects that are organized around a significant arts management problem, the solution to which requires a mix of technological, economic, social and analytical skills. Systems Synthesis students are organized into a team of 4-7 other Heinz College students and are guided by a faculty advisor from the Heinz College and/or the College of Fine Arts. These courses are not organized as conventional classes, but involve students in a group problem-solving situation under faculty supervision. All students in the MAM Program are required to take one semester of Systems Synthesis.

Systems Synthesis projects allow you to apply the diverse skills developed in the classroom to a real world problem with a real world client in the design of a specific functioning public or non-profit sector system. The term "system" refers to the fact that the particular entity studied has an identifiable objective or function, and the word "synthesis" refers to the fact that the desired output is an integrated "design" for improved operation of that system.

In a Systems Synthesis Project, you will work in a group to structure a problem, conduct appropriate analysis using quantitative and analytical tools, generate recommendations to solve or ameliorate the problem, and present the analysis and recommendations to the client in both written and oral form. The experience will be designed to sharpen your problem-solving skills in working effectively in groups.

Project proposals are submitted by faculty, staff, current students, alumni, and arts community stakeholders. Information on the proposal submission process (guidelines, resources, deadlines, voting selection, etc.) will be shared by your program director in the Spring semester of your first year. Students will have an opportunity to vote on their top choices in August, prior to the start of the Fall semester of the second year. A comprehensive Systems Synthesis Guidebook containing information about best practices, guidelines, expected deliverables and other resources will be shared at the beginning of your Systems Synthesis course.

## **5. SUMMER INTERNSHIP**

All MAM students are required to spend the summer following their first year in the CMU program gaining professional experience in arts management. Your internship will train you in ways significantly different from classroom instruction. By working in a professional environment, you will solidify the knowledge gained in your MAM Program coursework, refine career interests, and establish personal networks which might lead to later career opportunities. You can also earn income, though the MAM Program does also accept volunteer internships. The internship also provides the faculty with feedback about the relevance of the curriculum and the effectiveness of the teaching program.

The Office of Career Services encourages you to notify them of job opportunities within your internship organization which might be available for future MAM graduates or interns. The Office will maintain these descriptions in a file for reference by both first and second year students.

### **5.1 Securing an Internship**

You are responsible for securing a suitable internship. The MAM Program staff and the Career Services staff (one of whom serves as an official career services advisor to the MAM program) provide assistance through counseling, workshops on resume preparation and interview skills, and listings of potential internships. You can make an appointment at any time to meet with the staff to discuss your situation and you are encouraged to come to workshops which cover the essential skills for finding the right internship.

### **5.2 Internship Standards**

All students are expected to satisfactorily complete an internship as an integral part of the MAM degree program. As a graduation requirement, the internship must meet the following guidelines:

- Be housed within a separate (non-CMU) cultural or arts-related organization, which may be a public agency, non-profit organization, or private agency;
- Hold a function area that is managerial in nature, such as marketing, fundraising, programming, education and community engagement, finance, artistic operations, other/general management area;

- Have at least one full time paid staff member/supervisor; and
- Minimally, has the equivalent of 300 hours of full-time employment that has formal supervision, is professional in nature, includes work that is of importance to the organization, and has significant educational value.

Before beginning the internship, students must complete the online [Career Services Internship Reporting Form](#) for approval by the Program Director and Career Services Advisor. The internship will be verified with the student's supervisors and then approved. Students must notify their Career Advisor of any significant changes in their internship (length, location, hours of work, etc.)

**F1 Visa Students:** You must apply for Curricular Practical Training (CPT) employment authorization for your summer internship. CPT authorization is required regardless of the internship being paid or unpaid. CPT is only available to F-1 students who have not graduated and who have been enrolled on a full-time basis for one full academic year (i.e. fall and spring.) If your degree program requires you to complete a summer internship, you can qualify for CPT. Processing CPT may take up to 2 weeks and you cannot begin employment until you receive authorization. Guidelines, forms and instructions can be found at the [Office of International Education's website](#).

You will not be permitted to graduate if you accept or begin work at an internship that does not meet MAM Program standards, and it is strongly suggested that you verify the eligibility of your internship with the MAM Program Director or your Career Services Advisor in advance of accepting the offer with your internship host.

### 5.3 Internship Registration, Deliverables and Grading

Once the internship has been approved, students will automatically be registered for 94-900, Internship (0 units). At the end of the internship, your Career Services Advisor will request that your supervisor complete an evaluation form about your performance during the summer. You are also required to complete an evaluation survey as well as self-reflection statement describing how your internship fulfilled the educational goals of the program. A grade of "Pass/No Pass" will be issued upon successful completion of all internship requirements. If you do not successfully complete an eligible internship along with your survey and self-evaluation, you will not fulfill your internship requirement necessary for graduation.

### 5.4 Internship Funding

#### ***Federal Community Service Work-Study (FCSWS)***

Heinz College participates in the FWS/FCSWS programs, which are need-based federal financial aid programs that provide part-time employment to eligible students who need the earnings to help meet their educational expenses. The programs encourage students receiving FWS assistance to seek employment in the community (within an eligible organization). Student eligibility is determined from information provided on the student's *Free Application for Federal Student Aid (FAFSA)* and *Heinz College Financial Aid Application*. Interested students for summer FCSWS funds are also required to submit a Summer Request Form for Federal Community Service Work Study. To be eligible, a student must meet all the following requirements:

- Be enrolled as a regular student in an eligible program of study.
- Be eligible for Federal Financial Aid.
- Be a U.S. citizen or Federal Aid eligible noncitizen.

For more information about FCSWS, visit <https://www.heinz.cmu.edu/admissions/faq/financial-aid>.

***Internship Opportunity Fund***

Students who accept internships that do not qualify for funding under the Federal Community Service Work Study (FCSWS) program, either because the student does not have federal financial aid eligibility or because the employer and/or the job does not meet federal regulations for FCSWS eligibility, may apply to the Heinz College Internship Opportunity Fund (IOF) for consideration of awards to help support non-paying and low paying internships. Students are never eligible to receive both IOF and FWS funds to subsidize the same position.

The IOF is a student-run group that holds various fundraising activities throughout the year to raise money that will be matched by the College if the predetermined fundraising goal is met. All funds are then redistributed to students taking low-paying or unpaid summer internships. Students that actively participate in the fundraising, and that have a demonstrated financial need, will receive preference when the funds are distributed. The IOF is open to students in all Heinz College programs who do not qualify for FWS and that have a required summer internship component, regardless of the employer's sector. The IOF grants awards between \$500 and \$4,000.

Students are eligible for IOF funding if:

- They are enrolled in a Heinz College program that requires a summer internship
- Their summer internship is non-paying or low paying
- Their summer internship does not pay through [FCSWS](#) (ex. for-profit organizations) or the student is not FCSWS eligible (ex. international students)

Students are not eligible for IOF funding if:

- They have a paid internship, which includes being paid through FCSWS.
- Their internship is not approved by the Career Services office.

For more information about IOF, visit <https://heinz.campusgroups.com/iof/about/>

## **6. ACADEMIC YEAR PRACTICUM OPPORTUNITIES**

Although the summer internship is the only required practicum component within the MAM curriculum, we highly encourage you to take advantage of as many experiential learning opportunities as possible during your graduate studies. This could involve working in a paid position, volunteering, or conducting research in one of our affiliated research centers.

### **6.1 MAM-CFA Fellows Program**

In order to better foster the College of Fine Arts (CFA)/Heinz relationship, we established a CFA Fellows program where select MAM students serve in positions in the School of Music, School of Drama, School of Art, Miller Gallery, STUDIO for Creative Inquiry, and other CFA departments. The Fellows assist in the management of day-to-day functions, fostering an exchange between their CFA department and the MAM program while serving as an ambassador for both programs. Students are paid \$15/hour and may earn up to \$5,000 per academic year.

### **6.2 Positions at Local Arts Organizations (FCSWS)**

Eligible students who qualify for federal aid may opt to earn their work-study award through placements at arts organizations off-campus through the Federal Community Service Work Study (FCSWS) program. Refer to Section 5.3 for more information. Please note that this can be more logistically difficult for first year students, as class loads are more substantial in the first year and may not allow for adequate travel time to/from CMU and the respective arts organization in between classes.

### 6.3 Future Tenant and AMTLab

The MAM program is also home to two affiliated research centers and laboratories: Future Tenant Art Space and Arts Management and Technology Laboratory (AMTLab). Future Tenant hires MAMs to ideate, plan, and execute artistic programming. AMTLab hires a Chief Editor (who is eligible for partial tuition fellowship during 2<sup>nd</sup> year), Chief Coordinator (work-study), and numerous research associates and writers (for academic credit).

### 6.4 Apprenticeship (2<sup>nd</sup> year)

Regardless of nationality and financial aid eligibility, all second year MAM students are permitted to undertake an apprenticeship to supplement classroom work and further enrich their work experience. Domestic students can choose to apprentice off-campus at a cultural organization in the region or one of the on-campus opportunities which include CFA Fellows and MAM research centers. International students can apprentice with any on-campus opportunity including CFA Fellows and MAM research centers. Apprenticeships feature financial support from either the host institution, Federal Community Service Work Study (FCSWS) or the MAM Program. Students are paid \$15/hour and may earn up to \$5,000 per academic year (approximately 12 hours per week).

### 6.5 Teaching Assistantships

Teaching Assistant (TA) positions are given to master's students entering their third semester and Ph.D. students who have demonstrated both an understanding of the course material and the ability to help others learn this information. Teaching Assistants are an important part of the success of the College's programs. They assist the instructor by conducting review sessions, tutoring students, either individually or in small groups, and grading homework and examinations under the supervision of the instructor. Refer to the College Wide Handbook for more information about teaching assistantships.

## 7. CAREER SERVICES

Each program is assigned a program-specific Heinz College career advisor to assist students with their career services as it pertains to your internship and job search. This may include cover letter and resume reviews, leading career services workshops, researching organizations and contacts, scheduling mock interviews, and coordinating networking events. You are encouraged to participate in as many events as possible.

Please also read the MAM-specific career guide which is updated and published every year. This is available for download here: <https://www.heinz.cmu.edu/current-students/career-services/start-your-search-now>.

### 7.1 Job and Internship Postings

- **D-Lists:** The career services office maintains career services distribution email lists, which are used to forward on relevant job and internship postings that are directly forwarded to us.
- **MAM Job Database:** Please utilize the Job Search comprehensive spreadsheet for a full listing of available online locations
- **Social Media:** We also highly encourage you to actively follow MAM-related social media networks ([MAM @ CMU LinkedIn Group](#), [MAM Facebook Group](#), [@CMU MAM on Twitter](#)), as many jobs and internships are often posted there by MAM alumni and other professionals in the industry.

### 7.2 Experiential Trips and Network Nights

The career services office regularly organizes site visits and networking trips to New York City, Washington DC and other cities (Cleveland, Philadelphia, etc.). These events offer students an opportunity to meet with MAM alumni

in other cities, tour world-renowned arts facilities, and more. It is highly recommended that you participate in these valuable networking opportunities, even if you are not interested in working in that particular city, as these experiences provide you with a well-rounded view of the arts ecosystem.

## **8. CONFERENCES AND ARTS SERVICE ORGANIZATIONS**

### **8.1 Arts Service Organizations**

We strongly encourage you join appropriate professional peer networks while you are a student in the MAM program. These may include organizations that serve a specific field within the arts industry, such as the Alliance of Art Museums, Association of Performing Arts Presenters, League of American Orchestras, Association of Fundraising Professionals, and others. Your program director has a comprehensive list of available arts service organizations and can help to recommend specific organizations or networks that best fit your career interests and goals. Most student memberships cost less than \$50/year and offer insider news, industry trends, and member-only job resources. In your first year, the MAM program will sponsor one student membership to an approved arts service organization of your choice.

### **8.2 Conferences**

Most of these service organizations offer an annual conference where its members and affiliates convene to discuss best practices, network, and learn from others in the industry. We highly encourage that you attend two conferences per year as an extension of your classroom learning. While we understand this may be costly, you can often volunteer for conferences in exchange for free registration, apply for scholarships through the organization, or supplement remaining expenses through the resources for university conference funding outlets: 1)

MAM/Heinz College Conference Fund and 2) Graduate Student Assembly Conference Fund. More information about conference funding, criteria, and appropriate deadlines can be found here:

<https://www.heinz.cmu.edu/current-students/conference-funding>.

## **9. JOINT DEGREES AND EXCHANGE PROGRAMS**

### **9.1 Accelerated Master's Program (AMP)**

The Heinz College offers the AMP program for selected undergraduates from the College of Fine Arts and the College of Humanities and Social Sciences. AMP students finish their undergraduate degrees in their senior years while beginning the MAM Program. During the senior year, students remain on undergraduate financial aid and pay undergraduate tuition. After one additional year at the Heinz College, during which they are eligible for Heinz financial aid, they receive their MAM degrees.

Students apply to the AMP program as juniors. This program is described in great detail in the Heinz College AMP Guide, which is available from the Office of the Associate Dean or the Admissions Office. Students interested in the program are encouraged to contact the Admissions Office.

### **9.2 University of Pittsburgh School of Law MAM-JD Dual Degree**

The University of Pittsburgh School of Law and the Heinz College offer a dual degree program designed to train students for careers in which management, public policy and law overlap. You can be admitted to the program either before you enter the school or in your first year. You must submit separate applications to each school in

addition to the dual degree application. If you are applying during your first year in the MAM Program, you must take the LSAT test and submit an application to the University of Pittsburgh School of Law by March 1.

The dual program generally spans four years. You must satisfy both schools' degree requirements, but some credit is given by each school for completing the other school's program. At the School of Law, 88 credits are required, but 14 credits are awarded for completing the Heinz College's MAM Program; at the Heinz College, 204 units are required, but 36 units are awarded for completing the JD program.

For more information contact the Associate Dean's Office or the Heinz College Office of Student and Employer Services.

### **9.3 University of Bologna Graduate Degree in Innovation and Organization of Cultural and the Arts (GIOCA)**

Carnegie Mellon University's Heinz College offers a double-degree Master's program with the University of Bologna, Italy. This partnership is the only initiative of its kind focusing on global cultural management. The program combines the strengths of Carnegie Mellon's rigorous approach, focused on applied management theory and skills, with the University of Bologna's interdisciplinary approach that allows students to understand global operational issues as they relate to the artistic dimensions of cultural institutions. *Enrolled MAM-GIOCA students should consult the MAM-GIOCA Handbook, available on the Heinz College website.*

### **9.4 Exchange Programs**

In lieu of the double degree, students may also apply to attend the University of Bologna or University of Ludwigsburg (Germany) for one semester as an exchange student. Courses at the University of Ludwigsburg are taught in German, while courses at University of Bologna are taught in English. Although up to 60 units may transfer back to the MAM degree, core courses not offered as an equivalent course at the host institution (that you would have taken that semester at CMU) must be completed in advance. As a result, it is recommended that you meet with the MAM Program Director as soon as possible to discuss your course plan. *The deadline to apply to the exchange program is February 15.*

## **10. GIOCA CURRICULUM (UNIVERSITY OF BOLOGNA)**

Please refer to University of Bologna's list of requirements for courses while in Bologna. For more detailed information about the GIOCA program, please contact:

Manuela Genghi, GIOCA Program Coordinator - [manuela.genghi@unibo.it](mailto:manuela.genghi@unibo.it)

Website: <http://corsi.unibo.it/gioca/Pages/default.aspx>

### **10.1 Logistics**

You are responsible for securing your own accommodation, visa and travel. We advise coordinating with the GIOCA program coordinator as well as the previous year's class about helpful tips and the possibility of a lease transfer. The GIOCA office also prepares a helpful guide for incoming students that can be a tremendous resource to you.

### **10.2 Financial Aid**

**Scholarships in Pittsburgh:** You only receive a MAM scholarship for your 3 semesters at CMU (Fall, Spring, Fall).



**Scholarships in Bologna:** You can apply for scholarships and merit-based grants directly through the University of Bologna. Deadlines are typically in March. Through the University of Bologna directly, you are also able to apply scholarships, and it is strongly recommended that you be in touch with the GIOCA program office about opportunities for Partial Tuition Waivers during the spring prior to your departure. For more information, visit <http://www.unibo.it/en/services-and-opportunities/study-grants-and-subsidies>

### 10.3 GIOCA Coursework

Regarding the formative credits (ECTS<sup>1</sup>), the number of total credits (ECTS) foreseen by the Laurea Magistrale are 120, corresponding to 836 lesson hours (that also includes seminars organized within some GIOCA courses). As previously mentioned, students enrolled in the double-degree program must complete 90 credits, or 75% of the GIOCA program. 16 of the 90 credits are provided by the final evaluation (project work and thesis); it means that the student has to complete 74 credits (approximately 595 lessons hours) in addition to those of the thesis.

### 10.4 Transfer of Credit and Graduation

Once all GIOCA coursework is complete (including the presentation of the thesis and graduation from the GIOCA program), a final transcript should be sent to Heinz College. Upon receipt of official documentation of coursework completed, 48 units of these will transfer back to the MAM program on a pass/fail basis (for completion of 198 units total). These classes must include Cultural Economics (SECS-P/03 = HNZ 90-710, 12 units) and Quantitative Methods for Decision Analysis (SECS-S/03 = HNZ 90-707, 12 units). The remaining 24 units will be transferred as MAM electives at the discretion of the Program Director.

You can complete your GIOCA graduation virtually from Carnegie Mellon's Pittsburgh campus. The MAM administration will work with you on the logistics of this; however, it is your responsibility to coordinate with the GIOCA administration in ensuring that all graduation requirements are met.

Although you will be certified as a December graduate (CMU), CMU graduation ceremonies only take place in May.

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<sup>1</sup> ECTS is the European Credit Transfer System