

ART AND BUSINESS (MLitt/PgDip)

56V3N0A2/61V3N0VX

Duration: 12 months full time or 24 months part-time (MLitt); 9 months full-time or 18 months part-time (PgDip).

Content:

FULL TIME ROUTE

Stage 1

All students must take:

- HA5033 Connoisseurship: Art in Scotland (15 credit points)
- HA5032 Art and Business (30 credit points) * to extend through both semesters
- LS50UU Cultural Property Issues: Law, Art and Museums (30 credit points)

Students with no background in History of Art must do:

- HA1004 Introduction to Art History (15 credit points)

Students with no background in Business must do:

- EC1006 The Economics of Business and Society (15 credit points)

Stage 2

Plus 30 credits from the following:

- BU5573 Marketing Communications (15 credit points)
- BU5576 Business Model Innovation (15 credit points)
- BU5581 Managing Self and Others (15 credit points)
- BU5584 The Leadership Challenge (15 credit points) *note Marketing Communications cannot be taken at the same time as Leadership Challenge

Stage 3

- HA5904 Dissertation: Art and Business (60 credit points)

PART TIME ROUTE

Year 1

All students must take the following:

- HA5032 Art and Business (30 credit points) * to extend through both semesters
- BU5576 Business Model Innovation (15 credit points)

Students with no background in History of Art must do:

- HA1004 Introduction to Art History (15 credit points)

Students with no background in Business must do:

- EC1006 The Economics of Business and Society (15 credit points)

Year 2

All students must take the following:

- HA5033 Connoisseurship: Art in Scotland (15 credit points)

LS50UU Cultural Property Issues: Law, Art and Museums (30 credit points)

HA5904 Dissertation: Art and Business (60 credit points)

Plus 15 credits from the following:

BU5573 Marketing Communications (15 credit points)

BU5581 Managing Self and Others (15 credit points)

BU5584 The Leadership Challenge (15 credit points) *note Marketing Communications cannot be