

Brief Description of the Program

Profession

The profession of a socio-cultural activity manager goes back to activities related to out-of-school education, cultural and educational work and the organization of cultural and leisure activities. The manager of social and cultural activities is engaged in recreational, health-promoting, animation, entertainment and game leisure programs, assists in socio-cultural adaptation and rehabilitation of unprotected segments of the population.

Educational Process

From the first year of study, students are intensively immersed in the profession. They study a range of subjects related to pedagogy and organization of leisure activities. They also study the formation and development of leisure activities in Russia and abroad, master the strategies and technologies of organizing social and cultural activities, master methods of informational, educational, recreational, health-promoting, organizational, managerial and project activities in the field of culture. Interactive forms are widely used in the educational process, such as business games, quests, panel discussions, brain storms which help students understand the nuances of their future profession. Master classes by leading experts and communication with potential employers form professional competencies in future professionals.

Disciplines

- ✓ Fundamentals of cultural policy
- ✓ Methodology and research methods in socio-cultural activities
- ✓ Fundamentals of management in social and cultural activities
- ✓ Fundamentals of scriptwriting and directing
- ✓ Theory and practice of management in socio-cultural activities
- ✓ Organization of entertainment and game leisure activities
- ✓ Theory and practice of public relations and marketing communications
- ✓ Fundamentals of producer skills
- ✓ Staging show programs
- ✓ Information and communication culture of a specialist
- ✓ Modern technologies of social and cultural activities
- ✓ Leisure theory
- ✓ Technologies of exhibition activity
- ✓ Innovative technologies of culture management
- ✓ Economics and art management
- ✓ Fundamentals of socio-cultural design
- ✓ Methods of teaching special subjects

Practical Training

The program includes four types of practical trainings.

1. Practical training in obtaining primary professional skills and abilities, including primary skills of research activities.
2. Pedagogical practice.
3. Practical training in obtaining professional skills and professional experience.
4. Pre-graduation practical training.

Each year, students undergo practical training in cultural and supplementary education institutions, celebration companies, social protection and youth policy departments, as well as in recreation camps. In the course of their practical training students carry out their creative projects, write scripts, direct and stage performances, organize animation and mass art events, develop and implement their programs of social and cultural education.

Career

You will be able to carry out management activities in public institutions and non-governmental organizations, public associations of the socio-cultural sphere; manage and market social and cultural activities at recreational facilities and in the leisure industry in general; carry out artistic direction and creative production activities of institutions and cultural organizations; produce and stage cultural and leisure programs and socio-cultural projects; implement programs of sociocultural animation, recreation and rehabilitation.