



LUNDS
UNIVERSITET

Faculty of the Humanities and Theology

Programme Syllabus for Master of Arts (Two Years) in Applied Cultural Analysis (MACA)

1. Course Details

Title of the Programme of Study	<i>Master of Arts in Applied Cultural Analysis (Tillämpad kulturanalys)</i>
Scope of Programme in Higher Education Credits	<i>120</i>
Cycle (1st, 2nd or 3rd)	<i>2nd</i>
Programme Code	<i>HAT KL</i>
Details of approval of course	<i>Syllabus approved by the Syllabus Committee of the Faculty of the Humanities and Theology 17th June 2008.</i>
Details of changes approved	

2. Programme Description

The aim of the Master of Arts programme in Applied Cultural Analysis is to develop and deepen the student's knowledge and skills within the field of cultural analysis. The programme places an emphasis on the application of insights and working methods of cultural analysis to society and working life. The programme strengthens the student's theoretical and methodological competence within the field of cultural analysis. It also allows the student to develop an in-depth understanding of various professional and organisational contexts and the demands which these place on project management, communication, etc. Through work placement studies, project and thesis work, the student can develop and fine-tune his/her competence within a specialised field in the labour market. The programme can also be seen as a preparation for further third-cycle studies.

3. Learning Outcomes

Knowledge and understanding

For a degree of Master (Two Years) the student must

- *demonstrate knowledge and understanding in the field of applied cultural analysis, including both broad knowledge of the different meanings of the concept*

of culture and the various perspectives these meanings entail, and substantially deeper knowledge of various conditions, ways of life, processes of internationalisation and living conditions for different groups in society, together with deeper insight into current research conducted within the field

- *demonstrate in-depth knowledge of current theories and research issues within the field of cultural analysis*
- *demonstrate in-depth understanding of the complex significance of cultural factors for organisational and social processes*
- *demonstrate deeper methodological knowledge in the field of applied cultural analysis with regard to field work, interview methods and ethnography, together with insights into the ethical considerations and consequences which the application of these methods can involve.*

Skills and abilities

For a degree of Master (Two Years) the student must

- *demonstrate an ability to critically and systematically integrate knowledge and to identify, analyse, assess and deal with complex cultural phenomena, issues and situations, even when limited information is available*
- *demonstrate an ability to critically, independently and creatively identify and formulate issues and to plan and, using appropriate methods, carry out advanced tasks within specified time limits, so as to contribute to the development of knowledge and to evaluate this work*
- *demonstrate an ability to clearly present and discuss his/her conclusions and the knowledge and arguments behind them, in dialogue with different groups, orally and in writing, in national and international contexts*
- *demonstrate the skill required to participate in research and development work or to work independently in other advanced contexts.*

Judgement and approach

For a degree of Master (Two Years) the student must

- *demonstrate an ability to make assessments in the field of applied cultural analysis, taking into account relevant scientific, social and ethical aspects, and demonstrate an awareness of ethical aspects of research and development work*
- *demonstrate insight into the potential and limitations of science, its role in society and people's responsibility for how it is used*
- *demonstrate an independent ability to critically analyse and evaluate developments and applications of the field of cultural analysis*
- *demonstrate an ability to identify his/her need of further knowledge and to take responsibility for developing his/her knowledge.*

4. Course Information

The Master of Arts in Applied Cultural Analysis is a two year full-time programme comprising 120 higher education credits. 90 credits, including the degree thesis, are within the main field of study. The remaining 30 credits are in the student's area of specialisation and consist of elective courses. The student may choose to study one or more courses totalling 30 credits. Selected courses must be approved by the programme coordinator. The main field of study is Applied Cultural Analysis. The programme consists of 8 courses.

Schematic Layout of
the Programme

TERM 1

- 1. Introduction to Applied Cultural Analysis, 7.5 credits,*
- 2. Theoretical Traditions in the Humanities and Social Sciences, 7.5 credits,*
- 3. Students may select one of the following courses:*
 - a) Current Theories of Culture and Society, 15 credits,*
 - b) Elective Course, 15 credits.*

TERM 2

- 4. Strategies for Cultural Analysis, 15 credits,*
- 5. Field Work and Project Management, 15 credits.*

TERM 3

- 6. Elective Courses, 15 credits,*
- 7. Understanding Organisations and Communication through Work Placement, 15 credits.*

TERM 4

- 8. Master Thesis, 30 credits.*

5. Degree

1. Title of the Degree in Swedish *Filosofie Masterexamen*
2. Title of the Degree in English *Master of Arts (Two Years)*

6 Admission Requirements and Selection Criteria

1. Admission Requirements *To be eligible for the programme, the applicant must have a degree of Bachelor in the humanities or social sciences, or the equivalent. Students from the Nordic countries or English-speaking countries and students who have completed a Bachelor degree at a university where the majority of the instruction is given in English are considered to have met the demands made for proficiency in English. Other students should have one of the following in English:*
 - *IELTS: Total result 6.0 or above (with no section scoring less than 5.0) and from within the last 8 years*
 - *Cambridge/Oxford Certificate in Advanced English, or Certificate of Proficiency*
 - *TOFEL-Test, at least 550 points (213 computer based; 79 Internet based).*
2. Selection Criteria *Selection is based on a letter of intent and academic merits. In all*

other respects, normal rules of admittance apply.