Master in Arts and Culture Management

October 2017 – October 2018
Contents

Accreditation ................................................... 3
Overview .......................................................... 4
Target Recipients ........................................... 4
Training Objectives ....................................... 5
Professional Outlets ...................................... 5
Course Contents ............................................ 6
Attendance formulas ................................ 15
Registering In The Rome Business School’s Alumni Association .......... 16
Certificate ...................................................... 16
Teaching Techniques ................................ 16
Paid Internships And Career Service .... 17
World Class Teachers ..................................... 17
Learning Materials ............................................ 17
Evaluation And Monitoring ......................... 17
General Learning Structure ......................... 18
Course Language ............................................. 18
Entry requirements .................................. 18
Feature Breakdown ................................ 18
Studying in Rome ........................................ 19
Distance Learning with LIVE lectures . 20
How to Apply .................................................. 21
Contacts .......................................................... 21
Testimonials .................................................. 22
Registration Form .......................................... 23
Contract clauses ............................................ 23
Accreditation

**Italian Ministry of Education, University and Research**
The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.

**Italian Republic and Chamber of Commerce**
The Rome Business School is legally recognized and authorised by the Italian Republic and Chamber of Commerce to deliver:

"Management training and consultancy, marketing and communication services, education design, editorial activities by any means, including online publishing, except in the daily press".

**European Union**
The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960.

**ISO 9001:2008**
The Rome Business School has obtained the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognizes that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.

**ASFOR**
The Rome Business School is officially registered as a member of ASFOR. ASFOR is the Italian Association for Management Training, was founded in 1971 and, since then, its primary purpose has been to develop the Italian managerial culture and adapt it, by improving it, to the constant global social and economic changes.
Overview

The Rome Business School’s Master in Arts and Culture Management is an exclusive programme designed for motivated international participants aiming at getting world-class competencies and at developing a successful global career in the fields of arts and culture.

Attendees will receive advanced managerial expertise, anchored in the international context, thus becoming ready to excel as modern cultural managers and innovative leaders in the field of the creative industries.

This programme’s quality teaching, its international internship opportunities and its career and networking services all contribute to make this Master’s Degree the perfect fit for anyone who is looking to rise to the top in the world of arts and culture management.

Target Recipients

The Master in Arts and Culture Management is designed both for those who are seeking their first exposure to the world of arts, culture, media and entertainment management, and for those who are already working in these environments, but intend to expand and update their knowledge.

Participants are typically:

- Graduates interested in leading and managing creative organizations operating in the performing arts (theatre, dance), heritage sector (museums, historic sites), and communication and entertainment (film, music, publishing, radio and television) industries
- Marketing and communication professionals who want to improve their knowledge in the arts and culture environment
- Managers working in a variety of professional environments who want to improve their skills in the creative industries
- Entrepreneurs who want to either start an activity related to the arts and culture or to increase their knowledge and to improve the results of their existing organizations.
Training Objectives

Upon completion of the programme, attendees will be able to:

• Understand the characteristics and trends of the arts and culture market and the role played by the cultural manager
• Recognize the intersection of cultural management with other areas of political, economic and social concern, such as national identity, cultural diversity, economic development, urban regeneration and heritage preservation
• Develop and apply effective marketing and communication strategies in the global environment of arts and culture, both for private and public/non-profit organizations
• Identify and manage the characteristics of the main artistic and culture-related businesses and to develop effective managerial strategies
• Develop and nurture cultural brands
• Master the use of new technologies within cultural organizations and the most advanced communication tools and channels
• Structure effective managerial processes and functions for cultural organizations
• Organize fundraising activities and events to support cultural initiatives
• Explore the impact of legislation on the cultural market
• Manage financial dimensions related to cultural activities in the global economy
• Develop a comprehensive business plan for arts and cultural ventures
• Understand and utilize project management techniques for culture-related managerial activities
• Evaluate and apply leadership models as tools for ethical and culturally-influenced decision-making

Professional Outlets

On completion of this Master, you will be able to work in arts, entertainment and cultural companies and institutions as:

• Cultural Manager
• Cultural Events Manager
• Marketing and Communications Manager
• Professional in Cultural institutions and both profit and non-profit Organizations
• Professional in organizations which, although not belonging to the culture system, intend to invest in national and supranational projects (sponsorships, patronages)
• Innovative leader, executive and entrepreneur in the international contemporary arts and culture environment
• Fundraising expert for cultural organizations
• Project manager in arts and cultural organizations
Course Contents

Managing Arts and Culture in the Global Era
• The cultural economy: markets for cultural organizations
• Enabling creativity: developing cultural projects and managing artistic processes
• Cultural Mapping: arts organizations and cultural institutions in context

Being a cultural manager
• Two different values: culture and performance
• Innovative management paradigms in cultural management
• A new kind of sustainable start up with no public funding aid
• When sharing meets the arts
• When culture shapes the smart city
• Cultural management and social inclusion

Events Production and Organization as a promotion of the cultural heritage

The Promotion Of Cultural Heritage Through Events
• A quick and useful “vocabulary” for event organizers.
• Events vs. Culture, History and Identity? Events as an immersive experience.
• Language, Media and Social Media: some choices that need to be made
• Promotion of cultural heritage: functional and dysfunctional examples
• Finding the right balance between the original environment and the appropriate event
• Case studies analysis.

The Sustainable Production
• Definition of a “Sustainable” Event
• Notes about the Genius Loci: how to discover the resources available on site.
• The art of the site visit: a guide for efficient and productive site visits as a key for sustainable productions.
• Production organization and instruments: timelines and “resources books”.
• Different approaches to setting up events.
• Case studies analysis.

Laws And Rules For Cultural Events In Italy
• Bureaucracy and “bureaucracy”: where do all those rules come from? A bird’s eye view of Italian laws, rules and regulations regarding events.
• All you need to know about the regulations concerning stage set up.
• The impact of laws and regulations: how to turn bureaucracy into a powerful ally.
• Case studies analysis.

Creation and Management Of a “Sustainable” Cultural Event
• Starting a new event from scratch: from the concept to the narrative.
• Choosing and organizing the team.
• Creating the production timeline
• In-class presentations of the participants’ projects.
Marketing, Communications and Fundraising for Arts and Culture

This module introduces students to the communications and marketing requirements of arts and cultural sector institutions. Specifically, it is aimed at:

- providing a complete picture of the contemporary approaches to the field
- supplying the core knowledge/skills necessary to be an effective marketer in the arts and culture industries
- providing an understanding of the similarities and differences in marketing arts and culture vs. more traditional applications, from strategy to implementation tactics
- providing a framework for effective marketing and sales planning and strategy in the arts and culture environment.
- thoroughly covering the tactical side of marketing, including the effective implementation of marketing tools (focusing on the web/social media) and plans.

Areas of study:
- Marketing and cultural enterprises: concepts and definitions;
- Contemporary marketing practices (focus on new media);
- Sponsorship and other fundraising techniques;
- Consumer behaviour: motivation and main decision-making processes;
- Segmentation, targeting and positioning;
- The marketing mix variables and their specificities within arts and cultural markets;
- The experiential marketing approach for cultural industries;
- The societal approach and the most recent marketing frontiers;
- Marketing planning.

Creation of cultural companies

This module will describe the world of start-ups, with a focus on creative ones. Start-ups represent the initial phase in the building of a company and have an important pre-requisite: the ability to scale their growth. In fact, start-ups are born from an idea and then, through successive iterations, produce a mock-up of that idea from which is born a minimum viable product, which, eventually, will become a product. Creative start-ups are a subset of this general definition that applies to creative value propositions. In this course, each step of building a start-up will be examined, with a focus on creative value propositions.

Areas of study:
- finding the “napkin” idea and turning it into a value proposition
- laying out the business model canvas
- definition of the market and its channels of distribution
- definition of customer segments and customer relationships
- finding the revenue streams
- defining the cost structure
- finding key resources, key activities and key partners
Project Management for cultural organizations

This module is aimed at supplying a 360° global vision of all the phases of the management of a project (from planning to realisation, to monitoring, to concluding), based upon strictly defined project management competencies and technical tools, team building capabilities and effective change management abilities.

Areas of study:
- The Project: definition of Project and difference with “functional” activity, causes of failure and success factors in a project
- The four phases of a project: define, plan, execute, conclude
- The definition of the objectives, financial and operational planning, and project risk
- The implementation, monitoring (“S” curves) and closing of the project
- The management of a project team along seven key phases: establishing a contact, exploring, adapting, brainstorming, effectiveness, creativity, conclusion
- Change management along the whole project
- The causes of resistance to the change induced by the project
- The actors of change: sponsors, users/customers, agents of change, leaders
- The leadership of change
- The virtuous circle of change along the lifecycle of the project

Business Planning

The objective of the module is to help students to acquire a comprehensive view of the planning tool par excellence, the business plan, through a guided demonstration of its composition, of its contents and of its numerous purposes, which make this tool profitably utilisable both in the life of a company and in the creation of a start-up. The module answers such questions as:
- How must a project budget be structured?
- What paperwork should be attached?
- What information are the investors interested in?

The course provides a view of the sections in which the paper describing the business to be planned is to be structured and makes use of a theoretical-practical format, alternating technical references with case histories.

Areas of study:
The course will touch upon the following points:
- The Business Plan: Introduction;
- The Executive Summary;
- The Company;
- The Products/Services;
- The Sector Analysis;
- The Market Analysis;
- The Marketing Strategy;
- The Management Structure;
- The Operational Plan;
- The sector specific information;
- The economic and financial forecasts;
- The investment and funding sources plan.
Human Resource Management
This module is aimed at providing cultural managers with an advanced set of skills and competencies that will enable them to successfully manage people, teams and groups.

Areas of study:
- Strategic management of human resources: approaches, trends and tools
- Job analysis and job description
- Selection, hiring and retention
- Training
- Development: coaching, counselling, mentoring
- Career plan and career development
- Performance management and evaluation
- Global Compensation
- Organisational theories and development
- Industrial relations and collective bargaining
- Workplace health and safety
- International management of human resources

Art Galleries and Museums Management

Museum Management
- The educational role of museums
- Museums as companies and art as a business?
- The evolution of the curatorial profession
- Exhibition design and new media

Managing An Art Gallery
- Innovation in handling a gallery
- The curator’s role and how to write a press release
- Communication and gallery image
- The role of innovation in contemporary art forms
- Pop-up gallery: the new way to develop an art gallery
- Case studies

Cultural Event Organization And Management
- Starting from a concept
- How to manage a show
- Case studies

Publishing industry management
- From paper to webzine, from webzine to social, from social to paper
- How to make journalism behind social
- Being bidirectional
- The future of publishing

Audio-visual industry management
This module introduces the use of quantitative and qualitative research methods to better understand audience attitudes and behaviours and to develop audience-oriented policies. The focus is on how to manage the identity and the communication of a festival in regard of its duplicity as a “Body” and as a recurring and specific event.
Techniques for Organizing and Managing Events
This module presents a number of support tools that can be useful in the different phases of the business planning process, such as: the corporate entity, the team, the artistic selection of the film and the venues.

Projects and Budget Management
This module introduces the correct economic and financial skills needed to operate in the euro-projecting field, like the economic plan and financial report with their related expenses notes. The focus is on understanding which are the fixed and variable costs of a festival and the way in which to allocate costs and revenues.

Fundraising
This module takes the perspective of a non-profit organization operating in the cultural field and focuses on the range of techniques and processes that arts organizations can employ to successfully raise funds from different public and private stakeholders, such as sponsorships or competition announcements.

Performing arts management

The economic context of the Performing Arts (1)
- Specific features of goods in the Performing Arts
- The economic impact of programming
- Baumol and the «cost disease»

The economic context of Performing Arts (2)
- The ecosystem of the Performing Arts (supply, demand, pricing, regulation)
- How to analyse a market

Production process
- Budget
- Risk-monitoring

Venues
Artistic, political, social and economic relevance

Main contracts used in the Performing Arts
- Touring (economic and legal aspects)
- Organizations in the Performing Arts

Models of decision-making in the Performing Arts

Organizations
Organizational models in performing arts management

International perspectives
- The relationship with China
- Building up an international career
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Music Production & Artist Management

Recording Production
• The recording production agreement
• Music Editions
• Music distribution
• Promotion & Marketing

The roles
• The recording producer and the artistic producer
• The manager and the manager-producer
• The sound engineer and the sound engineer-producer
• The arranger and the arranger-producer
• The label (major and indie labels)
• The distribution

The record deal
• The artistic agreement (direct)
• The license agreement (indirect)
• The distribution contract
• The master

The music editions
• The editorial agreements
• Rights and commitments of the publisher
• Rights and obligations of the author

The distribution
• Physical distribution
• Streaming, digital distribution & new media (Spotify, Deezer, Soundcloud...)
• YouTube
• Evolution and change of the 5.1 enjoyment of music
• Promotion and marketing
• TV, radio, web promotion
• Video clips
• Press Office

Theatre and show business management

Introduction
• Cultural events and Live Performances
• Festivals and Theatrical Events

Management tools: The Business & Marketing Plan
• Data sources and Category Associations (Siae, Agis, annuario del Turismo e della Cultura)
• Italifestival, EFA (European Association of Festivals) and International Networks
• Data Mining, Scenario, Positioning, Competition, Benchmarking and Trends
• Customer Profile, Swot and Organizational Design
• Strategic and Commercial Objectives, Mission and Vision

Product and Communication
• Events and Locations
• Performances Planning and Contracting
• The Artistic Dossier and Product Development
• Pricing, Budgeting and Time to Market
• Briefing and the Advertising Campaign
• Offline and Online Communication
• Press Office and Media Relation
• Press Conference, Press-kit
• Brand Values, PR and Institutional Relations
• Managing and Developing Business and Customer Database

Sales & Marketing and Fundraising
• Ticketing Systems and Access to the Product
• Distribution Channels and Customer segments: Direct and Intermediate
• Sales Promotion. Distribution Networks and E-Commerce
• Partnerships and Co-marketing Activities
• Sales report, advance bookings and Tactical Actions
• Internet, New Media and Web marketing: Websites, Newsletters and Social Media
• Development & Fundraising: Company profile and Sponsorships
• Customer survey, loyalty and prospective customers strategy
• Audience development and audience building
Web Series Management

The module aims at providing students with an introduction to the world of Internet videos, defining a web series, a viral video, and identifying the language and the peculiarities of the medium.

Then, following a thematic path, we will analyse the growing opportunities both in communication and commercial terms. In particular, we will discuss the branded web series and their advantages for companies.

Finally, we will explore the structure and management linked to the implementation of a series for the web through an illustrative and entertaining journey through successful and emblematic case histories.

Areas of study
- Video content on the web. Numbers and opportunities
- Viral videos. Definition
- What a web series is. Characteristic features of the language related to this specific means
- The latest generation of viewers. Differences between spectators and fans. Fan funding
- How the relationship between spectator and audience is evolving. Shareability. Haters
- Authenticity: what it means to be “glocal”
- The interactivity of the web series as a product. Possibilities, examples and successful case histories
- Traditional products
- Branded Web series. The centralization of the consumer-spectator
- Content marketing
- Identify your customer
- Branding
- The main differences between traditional media and the web
- The main differences between spots and branded web series
- Fan funding and loyalty
- "Justice Woman" and personal branding. Case history
- “The Ushers” and the global language. Case history
- “The Line Of Mice” and the seasons. Case history
- “The Awebngers”, the first Italian crossover. Case history
Cultural Event Management
This module aims at giving you an overview of what it takes to create, manage and successfully bring to completion a cultural project.

We will examine and analyse in detail each of these aspects:

The team. The starting point of any successful cultural project is a team of people with mostly complementary skills.

The core idea of the project. A very well-defined and thoroughly brainstormed concept is necessary because this will be the only unchanging part of the project. Around this core idea, details will constantly be redefined and new lines of thought will evolve.

To arrive at a well-defined concept, one must:

1. perform an analysis of what has been done or is being done to avoid clashes or redundancies with other projects
2. talk to people in the relevant fields to get insider perspective and advice - the more feedback you get, the likelier you will be to make the right choices

Fluid coordination. The management of a cultural project is a very dynamic process in which the fast and effective coordination of the team is key to making things happen.

Building a brand identity:
1. inviting important subjects within the relevant field to support and be part of the project as a guarantee of quality work
2. with the right private stakeholders engaged, bringing in the initiative public stakeholders to institutionalize your initiative

- Three key domains to focus on:
1. communication & marketing strategy
2. fundraising and speaking the right “language”
3. relationships with public stakeholders.
Attendance formulas
This course may be attended in the following formulas:

DISTANCE LEARNING
through a cutting edge e-learning platform with live lectures and a great teacher-student interaction.

ON CAMPUS
at the Rome Business School Rome headquarters.

DIDACTIC OF EXCELLENCE
The Rome Business School’s teachers are always highly selected international level trainers and managers from a plethora of operational and professional backgrounds; they are therefore able to bring a wealth of up-to-date experiences and competencies. The quality of training is recognized by the ISO 9001:2008 Certification obtained by the Rome Business School.

TUTORING
For both the on-campus and distance-learning formulas, attendees can always count on the assistance of a tutor for any clarification they may require and for the execution of the tests and exercises planned for each subject.

DOCUMENTATION
Attendees will be issued with a wealth of documentation, including slides, notes, study cases, articles, videos and useful links.
Registering In The Rome Business School’s Alumni Association

- Attendance in the Master in Arts and Culture Management course entitles to become part of the Rome Business School’s Alumni Association, the international network through which students of the Rome Business School can share ideas, experiences and projects. Many facilitations are also available for attending further training courses.

Certificate

- At the end of the course, attendees will be issued with the official diploma for the Master.

Teaching Techniques

The Rome Business School employs a wide array of teaching methods:

- Lectures
- Case study analysis
- Exercises
- Assisted private studying
- Guest speakers
- Videos
- Company tours
- Complementary cultural initiatives

Students from more than 140 countries of the world
Paid Internships And Career Service

Attending this Master entitles to:

- International paid internships at leading companies and organizations;
- Inclusion of your CV in the Rome Business School’s database and its distribution to businesses, organizations and head hunters belonging to the Rome Business School’s international network;
- A free CV review;
- Support in the management of job interviews;
- Networking meetings with international managers, professionals and business owners;
- A personalised search and flagging service for the best job opportunities.

World Class Teachers

- The Master faculty is made up of highly selected international professors, trainers and business managers, drawn from a variety of operational and professional fields and thus able to bring to the table a rich array of up-to-date experiences and competencies. The teaching approach is aimed at the acquisition of know-how, thus at transferring competencies truly useful for the attendees’ professional development.

Learning Materials

- Students registered for the Master will be issued with a wealth of learning materials, including: slides, text books, case studies, articles, videos and useful internet links. Each student will also get a tablet computer.
**Company visits**

Students will have the chance to learn more about international companies, their organizational models, and working environments in order to acquire an understanding of the state-of-art knowledge conveyed by the guest speakers, and getting a chance to socialize with senior executives in the business field. Through these activities, our students have the opportunity to widen their horizons and build international networks.
General Learning Structure

The course is structured in:

- Two-hour lectures, twice per week (on Tuesday and Friday)
- 1 company visit per week
- Cultural program
- Final project work
- Career Service and International internship opportunities

Course Language

The Master is taught in English.

Entry requirements

All applicants must have:

- A three-year degree (or be near completion)
- Demonstrate a good English proficiency

For both the on-campus and distance learning options and in order to ensure a high quality training course, classes can consist of a maximum of 15 attendees.

Participation fee

The participation fee for the Master in Arts and Culture Management is € 5,500,00.
Studying in Rome

Rome is the cradle of a millennial civilization that has always inspired and amazed the world. It provides a unique cultural setting in which students can enjoy a culturally rich experience while participating in courses which offer world-class teaching and a global experience. If you decide to study in Rome, you will have the opportunity to live the beauty it offers; this is also thanks to a special programme aimed at enhancing your business creativity and innovation through the stimuli of art.

By bringing together people, cultures, and inspirational ideas from around the world, the Rome Business School provides a new and unique educational experience.
Distance Learning with LIVE lectures

Innovative managerial training… live!

You will be able to attend the live lectures from the comfort of your home or anywhere you may choose, with the same learning effectiveness of the on-campus lectures.

For this option, the Rome Business School employs a cutting-edge online platform, through which you will be able to:

- Follow lectures with full video and audio
- Interact in real time in audio and video with the teacher and the other attendees
- Collaborate and share documentation
- Watch the recording of the lectures whenever you want to

What will you need?

To get the most out of our lectures, you will need:

- A PC or mobile device with an internet connection
- An audio connection through PC or headphones/microphone
- A webcam (optional)

Excellent learning materials

- We will supply you with all the course's learning materials as for the on-campus option (books, text books, etc), and you will be able to study and exercise from the comfort of your own home, at your own pace.

A personal tutor at your disposal

- Besides the learning materials, you will benefit from the constant support of a Rome Business School tutor. The tutor will follow you through the whole course, will check your exercises and will be constantly at your disposal for any clarification and amplification.

Possibility of attending on-campus lectures

- Should you wish to, you are given the possibility to attend some of the on-campus course lectures, arranging your visit with our secretary’s office in order to best suit your needs.

Learning assessment

- For each of the learning modules, you will be given a written evaluation in order to monitor your learning progress.

A forum dedicated to the sharing of experiences between students

- Through our dedicated online forum, you will be able to communicate and share experiences and ideas with other attendees of the Master’s Degree course.

The same qualifications and certification as the on-campus course

- The distance learning option Master’s Degree course entitles you to the same qualifications and career service as the on-campus course option.
How to Apply

Fill out your online application form at http://romebusinessschool.it/cultural-application-form/
or Email your application to admissions@romebusinessschool.it

This should include:

- your curriculum vitae
- a motivational letter indicating why you wish to enrol, your expectations and your professional objectives (no more than 200 words)
- your university transcripts,
- a copy of your Passport/ID
- any IELTS, TOEFL or similar certificates of proficiency in the English language (not compulsory)

Application considered by Rome Business School

The Rome Business School Admission Team will assess your application and will contact you if any additional documents are required. Complete applications will then be considered by the Academic Selection Committee.

Interview (either in person or online)

All candidates selected by the academic selection committee must interview with a member of the Admission team, either in person or online via Skype/Webex.

Application outcome

We will notify you informally by email of your application outcome, and you will receive either an official offer notification with information on any outstanding conditions to complete, or an official rejection notification within one week.

CONTACTS

Rome Business School
Via degli Scialoja 18, 00196 Rome, Italy
Email: For general inquiry: info@romebusinessschool.it
For admissions: admissions@romebusinessschool.it
Tel.: +39 (0)6 40044672
Fax.: +39 (0)6 96708812
Website: www.RomeBusinessSchool.it
Facebook: www.facebook.com/RomeBusinessSchool
Testimonials

Katia Ingegneri (Italy)
The Rome Business School is not just a school but a big family, the care shown by the staff members and their willingness to help helped me have a good experience. Following the lectures and doing class presentations gave me confidence; I am now able to face a professional environment. This master course has given me the tools I needed to equip myself and start my journey to success.

Sofia Anna Maria Caira (Belgium)
My experience has been really interesting; from the excellence of the classes to the quality of the teachers and of all those who work and collaborate in the school. It is a very, very interesting environment in which you can develop all the skills you need to succeed in your life.

Elzubair Khalid H.H. Salih (Sudan)
It was not only a series of academic lectures; it was a mix, I could say an all-in-one training cycle. A fantastic experience. The teaching and the professors, as well as the administration staff members, were very nice. I’m proud to have graduated from the Rome Business School!

Bobby Jacobs (India)
When you look into it, the course is absolutely tailor made throughout and provides both practical and theoretical knowledge, as well as the latest trends in the industry’s know-how. The school really produces better managers for a better future.

Nikole Kirsten (Denmark)
Coming to the Rome Business School has been one of my best choices as it has given me a different outlook towards my professional career. Most lecturers have practical experience and bring it to the classroom, which enables the students to see that what they are learning can be useful in the real world. The focus of the education is on each student, which enabled us to be better people especially in the organisations we will be working in.
Registration Form

To be faxed to +39 (0)6 96708812 or emailed to info@romebusinessschool.it

Course Title: __________________________________________________________

Place and Date of Commencement: __________________________________________

Participant: Surname: __________________________________________ Name: __________________________________________

Address: _____________________________________________________________ City: __________________________

State: __________________________ Zip: __________________________ Country: __________________________

Phone: __________________________ Fax: __________________________ Email: __________________________

Qualification: □ Student □ Entrepreneur □ Manager □ Professional □ Freelancer □ Other: __________________________

Only for registration as an employee:

Company name: __________________________

Address: _____________________________________________________________ City: __________________________

State: __________________________ Zip: __________________________ Country: __________________________

VAT: __________________________ Tax Code: __________________________

Point of Contact: Surname: __________________________ Name: __________________________ Email: __________________________

Phone: __________________________ Fax: __________________________

Payment of Euro: __________________________ made by Bank transfer:

Bank account holder: Rome Business School

IBAN: IT15WO20085219000102125005

BIC/SWIFT: UNCRITM178L

Bank account number: 102125005

Bank name: UNICREDIT SpA

Bank address: Piazza Gimma, 14 - 00199 Roma, Italia

PAYMENT (to be made at the time of enrollment)

Promotional Code (if available):

CONTRACT CLAUSES

1. COMPLETION OF REGISTRATION: Registration is considered complete upon receipt by the Rome Business School of this form, duly filled in and signed for acceptance, along with the payment.

2. IMPOSSIBILITY TO PARTICIPATE: In case of impossibility to participate in the course, the Rome Business School will be authorized to charge the full amount and retain the amount already paid, subject to the possibility of the participant to enroll in another edition or another course of equal amount.

3. WITHDRAWAL: In case of withdrawal by the participant from the course once it has already begun, the Rome Business School will be entitled to charge the entire fee and retain the amount already paid; the participant will retain the right to keep the educational materials distributed during the course.

4. VISA REFUSAL: The tuition fee including any deposit is fully refundable if a student fails to, through no fault of his/her own, secure a visa less €150 administrative charges. Refunds will not be made if the student is partially or wholly responsible for the visa refusal. For example if the student’s visa is refused due to lack of funds, presenting forged documents, he/she will not be eligible for a refund. The student will not be eligible for a refund if student did not apply for a visa. The applicant immediately inform Rome Business School about the visa refusal and must produce original refusal letter from the Italian Embassy. Processing period of refund will take a minimum of four weeks. Refund request more than six weeks after the visa refusal will not be considered. In line with money laundering laws any fee paid will only be refunded to the person who paid the fee, unless in exceptional cases in which the original payer can give authorization for the money to be deposited into another account.

5. EXCEPTIONAL CIRCUMSTANCES: In all other cases a refund will not be made except in the unlikely event that the programme is cancelled or in exceptional circumstances at the discretion of the School for example, a bereavement involving the student’s immediate family.

6. CHANGE OF PROGRAMME: For didactic and organizational reasons, the Rome Business School reserves the right to postpone scheduled classes and modify the programme and/or replace teachers. Any changes will be promptly communicated to the companies and participants.

7. LIABILITY OF PARTICIPANTS: Participants in the courses / Master’s Degrees are personally responsible for any damage caused to the classrooms, equipment and other items in the rooms used by the Rome Business School. Participants are also required to abide by the internal regulations (signing registers, using computer equipment, etc.).

8. PRIVACY: The processing of personal data is carried out by the Data Bank of the Rome Business School in compliance with the provisions of personal data protection laws. Your data will not be disclosed to third parties, and you may at any time request its erasure. Should you not wish to receive further communications about our activities, please tick this box.

9. DISPUTES: In case of any dispute, the Court of Rome shall be competent, to the exclusion of any other Court.

Date: __________________________

Signature (with stamp if company/institution):

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