

MSc ARTS & CULTURAL MANAGEMENT

The Master of Science Arts & Cultural Management trains future managers who have a passion and interest for the arts by providing them with the knowledge, experience and skills required to work in cultural and creative industries, both at a national and international level.

This programme will fully prepare you to work in middle and management positions at every stage of the creation of cultural goods. For instance, print and digital publishing, medias, audiovisual and phonographic film production, crafts, design, but also video games and tourism. Shall you have a passion for arts and creation, your playground will be broad and exciting!

- **Regular Track:** 18-month programme (3 semesters)
- **Short Track:** 12-month programme (2 semesters)

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2026) For Regular Track

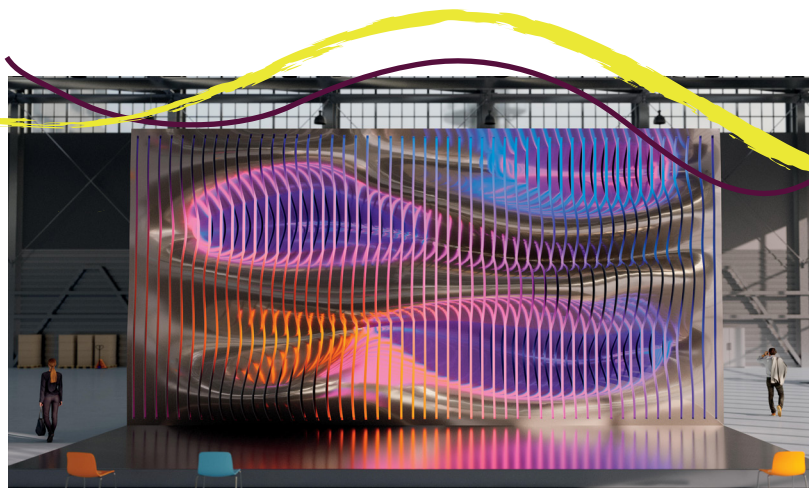
Economics, Management, Strategy, Marketing, Accounting and Finance, Statistics, French as a Foreign Language

SEMESTER 1 (September - December 2026) For Regular Track and Short track

- **Arts in context:**
History of the Art and Cultural Policy, Socio-economic context of Arts & Culture
- **Arts and Cultural Management & Entrepreneurship:**
Marketing for the arts and cultural sector, Cultural Entrepreneurship, Intellectual Property and Copyright, etc.

SEMESTER 2 (January - June 2027) For Regular Track and Short track

- **Arts and Cultural Management & Entrepreneurship / Advanced:**
Cultural Entrepreneurship, Fundraising for Arts and Cultural Organizations, Innovation in Creative Industries, Cultural Project Management, etc.
- **Cultural Entrepreneurship and Territorial Development:**
Destination Governance and Cultural Tourism. Strategies for increasing the attractiveness of cultural heritage, etc.



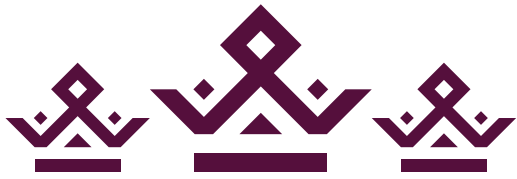
AT A GLANCE

- **Start Date:**
 - Regular Track: March 2026
 - Short Track: September 2026
- **Duration/Mode:**
 - Regular Track: 18 months, full-time
 - Short Track: 12 months, full-time
- **Credits:**
 - Credits for the Regular Track: 120 ECTS
 - Credits for the Short Track: 60 ECTS
- **Eligibility for the Regular Track:**
An international bachelor's degree or 180 ECTS validated in any discipline
- **Eligibility for the Short Track:**
An international 4-year bachelor's degree or a French Master 1 (240 ECTS) in business or a related discipline
- **Language requirements:**
IELTS: 6.0 or Duolingo: 115 or TOEIC: 785 or TOEFL IBT: 80
- **2026 Fees:**
 - 27,600€ for the Regular Track
 - 16,500€ for the Short Track
- **Campus:**
Dijon

DISTINCTIVE FEATURES

- One-week field trip to a European capital with specific study visits, conferences, events, meetings with professionals and local authorities (2021-2022: Barcelona; 2022-2023: Athens)
- Learning by doing approach implemented in several course modules including visits to local artistic and cultural organisations (museums, galleries, cinema, music venues, music studios, street art venues, etc.).
- A partnerships with regional cultural organisations to create content for the general public - projects include museum mediation, festivals, exhibitions and digital marketing.
- Discussions of latest thinking and professional challenges in the creative industries led by experts from across the world - such as inclusion and diversity and the ecological transformation.

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50

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THE WORLD***



* FT 2025 Master in Management ranking



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**2 CAMPUSES
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Stimulating environments
to study with top-notch
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**AT BSB,
YOU ARE NOT A NUMBER**
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small classes of 40 students
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coaching sessions

**Source: CGE professional integration study 2024

CONTACT US

In need of advice for
your career path?
Book a free call with our team and
discuss your needs and plans.

