

MSc IN ARTS & CULTURAL MANAGEMENT

The Master of Science in 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!

WHAT YOU WILL LEARN

BUSINESS FOUNDATIONS (March- June 2027)

For 18-month programme

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

SEMESTER 1 (September - December 2027)

For 18-month programme and 12-month programme

■ **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 2028)

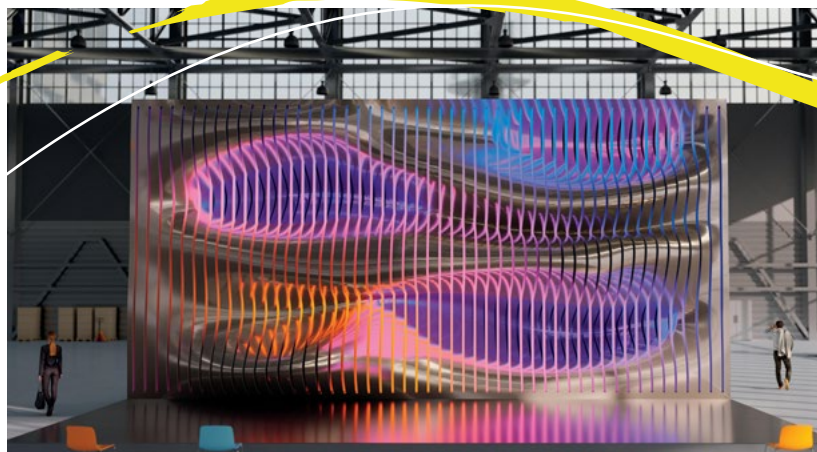
For 18-month programme and 12-month programme

■ **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.



CHOOSE YOUR PATHWAY

18-month programme or 12-month programme, full-time

■ **Start Date:**

- 18-month programme: March 2027
- 12-month programme: September 2027

■ **Credits:**

- Credits for the 18-month programme: 120 ECTS
- Credits for the 12-month programme: 60 ECTS

■ **Eligibility for the 18-month programme:**

An international bachelor's degree or 180 ECTS validated in any discipline

■ **Eligibility for the 12-month programme:**

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

■ **2027 Fees:**

- 28,100€ for the 18-month programme
- 17,000€ for the 12-month programme

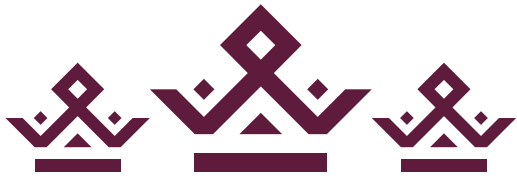
■ **Campus:**

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.

STUDY IN ENGLISH AT A TOP BUSINESS SCHOOL IN FRANCE



Less than 1% of business schools in the world are triple accredited

BSB RANKED IN THE GLOBAL

TOP 50

**BUSINESS SCHOOL
IN THE WORLD***



* FT 2025 Master in Management ranking



**N°1
IN STUDENT
SATISFACTION**
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2022 & 2023
Speak & Act 2025



PATHFINDER™
A unique
support system
based on a
3-dimensional
coaching plan



**EMPLOYABILITY
BOOSTER**
85% of our students
find their first job in
less than 4 months after
their graduation**



**INTERNATIONAL
FACULTY**
11 programmes fully
taught in English
80+ nationalities
on campus



**2 CAMPUSES
IN DIJON & LYON**
Stimulating environments
to study with top-notch
facilities



**AT BSB,
YOU ARE NOT A NUMBER**
Face-to-face teaching,
small classes of 40 students
maximum, unlimited
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.

