



MSc Arts & Cultural Management
Course catalogue
Autumn Semester
English Track

2026-2027

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FRANÇAIS LANGUE ETRANGÈRE - AUTUMN.....	ERREUR ! SIGNET NON DEFINI.

The contents of this document are liable to changes, and adjustments could be made due to academic reasons.

COURSES LIST

Skills	Course title	ECTS credits
LO02	ACM - Arts Marketing	3
LO01	ACM - Arts Budgeting	3
LO03	ACM - Cultural Entrepreneurship	3
LO08	ACM - Cultural Project Management	4
LO011	ACM - History of the Art and Cultural Policy	4
	ACM - Intellectual Property and Copyright	3
LO014	ACM - Socio-economic context of Arts & Culture	4
	Intercultural Management and Communication	4
	French (Elementary / Intermediate / Advanced)	2
	TOTAL AUTUMN SEMESTER	30

IMPORTANT INFORMATION

Next September, you will begin your exchange semester in BSB.

You have to choose **only one Programme. This catalogue is only for one Programme, MSc Arts & Cultural Management.**

For other programmes, please ask the catalogue to International Relationships department.

You can also select French Language courses if you want.

Due to timetable, you cannot mix courses of several programmes.

Master of Science (MSc)	
French and Culture Courses (Optional)	Intercultural Management and Communication
	French (Elementary / Intermediate / Advanced)
Specialization Courses	Specialization International Business or an MSc to choose (1)

Master of Science (MSc) are taught in English. **You must have a 785 TOEIC grade (or 6.5 IELTS).**

You are required to attend all the modules of the Programme you have chosen.

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N.B. Courses with less than 12 students enrolled will not run

According to Burgundy School of Business' academic regulations, 10 out of 20 is the passing grade. In case the mark of one module is lower than 10 out of 20, students will have to sit a retake exam in order to validate the module, if necessary, according to his/her home university.

For more information : [Grade System_BSB.pdf](#)

AUTUMN SEMESTER DATES

Autumn: from September 11 to December 9, 2026

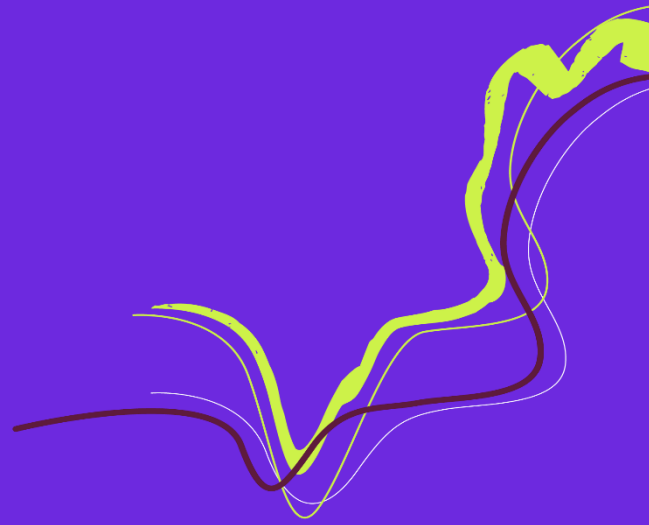
→ One week of holiday from October 26 to October 30

AUTUMN SEMESTER

SEPTEMBER TO DECEMBER 2026



DIJON CAMPUS



ARTS BUDGETING

Time volume (in hour): 21

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: The aim of this module is to provide understanding of the Financial and budgetary management of a cultural company.

Main topics:

- Introduction to the financial economic context of CCIs
- Financial accounting for cultural enterprises: MBA, Cash Flows, Net Income (revision), Financial indicators (Advanced)
- Sustainable growth models in CCIs
- Production budgets
- Analysis of Financial Statements

Learning objectives:

ACM LO 01 - To know the financial issues of cultural and creative organizations and to be able to use financial tools.

MGE PS ACM 01 - To know the financial issues of cultural and creative organizations and to be able to use financial tools.

Methodology: Lectures will be mainly devoted to:

- Presentation and analysis of selected problem material.
- Discussion and exploration of assigned material. It will be assumed that students adequately prepare any prior reading/preparatory questions for each session in order to participate actively in the class discussions. Prior reading and preparatory questions will be given in advance, allowing adequate time for students to prepare work for the following session. Students will prepare one group presentation and one individual written paper for the module.

Teaching tools: E-learning. Manual. Cases. Course support

Pedagogical methods: Case studies. Research. Oral presentations

Assessments:

- Individual continuous assessment 80%
- Group continuous assessment 20%.

[More information](#)

ARTS MARKETING

Time volume (in hour): 21

ECTS: 3

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: The Arts marketing module examines how marketing works within the cultural context and helps the student to familiarize themselves with the unique challenges posed by artistic products in the choice of marketing strategies. In these lessons we'll learn basic marketing concepts, and how they apply to the specific context of culture and the arts. The main topics of the module will be:

- an introduction to arts marketing, strategic marketing for art organizations,
- arts consumer behavior,
- the cultural product and experience,
- the cultural market,
- pricing policies,
- the marketing mix and distribution topics and the promotion of the arts.

The course will examine theories of marketing and how they apply to the arts. Definitions of cultural products and the assignment of value. The tools and options to create a marketing mix. Social media marketing and digital transformation. Identifying and targeting audiences. Creating a marketing plan for an institution, event or product.

Learning objectives: Understand and put into practice arts marketing techniques, tools and strategies. To know how to create a marketing plan.

Methodology: Sessions will be a mix of lectures and student discussion and participation, including desk-based class research. Students will work on case studies from real events and look in detail at cultural organizations and events in Dijon, to reflect and plan a marketing campaign for such an organization. Students will make a group presentation as part of the module.

Teaching tools: Course support

Pedagogical methods: Oral presentations. Seminars. Case studies

Assessments:

- Individual final exam 60%
- Group continuous assessment 20%.
- Group continuous assessment 20%.

[More information](#)

CULTURAL ENTREPRENEURSHIP

Time volume (in hour): 21

ECTS: 3

Module Manager: WARE Nick

Description: This module aims at developing the entrepreneurial mindset and competences of students by a practical approach mixing methodological contributions and practical entrepreneurship projects development. The course is organized around methodological contributions, practical experiences on cultural entrepreneurship projects, and reflexivity processes to drive students in testing their entrepreneurial potential:

- to experiment an ideation process on cultural entrepreneurship
- to discover step by step the entrepreneurial process, and the methodological tools to face each step of the processes.
- to practice and test personal entrepreneurial mindset: competencies, motivations, spirit and abilities in entrepreneurship.
- to develop communication skills to face entrepreneurship pitches and presentation
- to meet cultural entrepreneurs

Learning objectives:

- Discover and practice creativity techniques through an innovation process.
- Practice interdisciplinary and multicultural teamwork.
- Develop entrepreneurial pitches techniques.
- Discover the concept and reality of cultural entrepreneurship.

Methodology: Experiential learning based on entrepreneurship project simulation.

Teaching tools: E-learning. Course support

Pedagogical methods: Oral presentations. Projects. Seminars. Debates

Assessments:

- Group continuous assessment 50%.
- Individual continuous assessment 50%
- Remedial classes 100%

[More information](#)

CULTURAL PROJECT MANAGEMENT

Time volume (in hour): 21

ECTS: 4

Module Manager: WARE Nick

Description: This course provides the theoretical framework on Cultural Project Management, giving an overview of the main principles of the subject as well as some practical examples and experiential learning insights.

The course aim is to provide students with useful knowledge in developing specialist skills in cultural project management, applying them to specific cultural events. To this end, after a short framing of the reference context, aimed at highlighting the main value components inherent in cultural activities and, the course will focus on the Project Management lifecycle. The course intends to offer criteria, methods and procedures useful for the planning of profitable interconnections between cultural processes and business development.

The sessions that will deal with the following themes:

- Introduction on cultural project management
- Project Management lifecycle and implementation
- Debriefing prepared by the students to identify the dynamics and the implementation of the project
- Quality and assessment of projects

Learning objectives: The objectives of this course will be:

- to be able to understand a context (political, social, cultural and economic) for cultural projects and organizations
- to explain and apply the Project Management Lifecycle
- to analyze a cultural project and its characteristics
- to be able to design a project in close connections with the artistic, scientific and cultural teams
- To identify the main components of a budget and to explain how it works
- to improve capacities for analyzing and evaluation of activities in cultural, heritage and artistic fields.

Teaching tools: Cases. Course support

Pedagogical methods: Case studies. Research. Discussion groups. Projects. Oral presentations

Assessments:

- Group continuous assessment 20%.
- Individual continuous assessment 60%
- Individual continuous assessment 20%

[More information](#)

HISTORY OF THE ART AND CULTURAL POLICY

Time volume (in hour): 42

ECTS: 5

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: The module (42h in total) will be divided into 3 sub-modules: History of Arts (12h), Cultural Policy (12h) and Cultural Diplomacy (18h).

- History of Arts (15 h): During this course, students will learn about some different artists, understand their works and how they change the visual arts. How events during the 20th and 21st century change the forms. But to understand why this history was built and how the artists take some concept to the classical arts, we propose to put in dialogue one of classical piece and one of contemporary piece. For example: The Parthenon in Greece and the Guggenheim Museum in New York. Or Velasquez and Glen Brown or Metropolis from Fritz Lang and Blade Runner from Ridley Scott. We will propose with this a dialogue between art and music too, such as Piet Mondrian and the Boogie Woogie, or Jackson Pollock and Jazz. Know and recognize some contemporary artists in the visual arts. Understand how the arts changed during the 20th century in Europe and North America and why. Understand how the new artists arrive at the scene of visual art and why. Why different mediums (painting, photography, drawing, performance, danse, sound, video) changed and offered some critiques of society. What is the place of the market during the last and current centuries.
- Cultural Policy (12 h): The course aims at providing students with an international approach to the theory and practice of cultural policy through the discussion of different case studies. The following topics will be addressed:
 - Introducing cultural policy: definitions and theoretical approaches; _ International, national, regional and urban cultural policies in Europe and beyond: a comparative approach.
 - The multifaceted nature of cultural policy: arts, cultural heritage, cultural and creative industries, tourism and education.
 - Past experiences and emerging trends in cultural policy: culture-led regeneration, creative economy and sustainable local development.
 - Cultural statistics: sources, tools and indicators.
 - Measuring the value of culture: performance measurement and evaluation.
- Cultural Diplomacy (18 h): examines the history of actions aiming at the exchange of ideas, projects, traditions; all aspects that characterize the singular cultural heritages of communities. Enhance cultural diversity. Supranational interrelationships used to build instruments of socio-cultural cooperation and indirectly strengthen the political and economic interests of a nation. The concept of soft power; the role of national cultural institutes; transnational actors like UNESCO and the EU. Changing global spheres of influence; new forms of cultural exchange. Case studies and topical references.

Learning objectives:

- Have a first overview about History of Arts, Cultural Policy and Cultural Diplomacy.
- History of Arts: understand and discover the visual during the 20th and 21st century around the world.
- Cultural Policy: provide a comparative history of the evolution of cultural policies in Europe and beyond; political challenges of cultural policy.
- Cultural Diplomacy: comparative diplomacy across the world; uses of soft power

Methodology: Lectures will be enhanced by student discussions and debates; student participation is essential. Case studies will be analyzed, technical visits to local partner cultural organizations.

Teaching tools: E-learning. Manual. Course support. Work. Cases. Museum, Show

Pedagogical methods: Oral presentations. Free discussion around a theme. Seminars. Critical analysis. Case studies. Research. Discussion groups. Projects. Debates. Games

Assessments:

- Individual continuous assessment 30%
- Individual final exam 30%
- Group continuous assessment 40%.

[More information](#)

INTELLECTUAL PROPERTY AND COPYRIGHT

Time volume (in hour): 21

ECTS: 3

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: This course provides basic concepts of intellectual property rights and a brief description of patents, trademarks, designs, trade secrets, geographical indicators and traditional cultural expressions with special focus on the cultural sector. The second part of the course will address copyright law in more detail since different aspects of copyright will be analyzed: economic and moral rights, exceptions and limitations, different copyright regimes for specific works and public domain and digitization of works, among others.

Content of the course

- I. Intellectual Property What is intellectual property? Main concepts; Relevance of intellectual property; Legal framework; Types of intellectual property.
- II. Patents What is a patent? Requirements for a patent to be granted; Rights conferred by a patent; Application of a patent; Legal framework; Infringement of a patent; Consequences of not protecting; Relevance of the patent system.
- III. Trademarks What is a trademark? Functions of a trademark; Types of trademarks; What cannot be a trademark? Legal framework; Registered trademark; relevance of trademarks in the cultural and creative sectors.
- IV. Designs What is a design? Relevance of design protection; Types of design protection; Requirements for protection; Rights conferred by the design protection; Registration of designs.
- V. Geographical indicators What is a geographical indicator? Relevance of Geographical indicators; Legal framework; Types of geographical indicators (EU); Rights conferred by obtaining a GI (Route to registration); Rights for handicrafts and industrial products.
- VI. Trade Secrets What are trade secrets? Which kind of information can be trade secret? Protection of trade secrets.
- VII. Traditional Cultural Expressions What is Traditional Knowledge and Traditional Cultural Expressions? Protection of Traditional Cultural Expressions against misappropriation; International initiatives for protection.
- VIII. Copyright What is copyright?; Scope of protection; Main concepts; Rights conferred by copyright protection; Economic rights; Moral rights; Exceptions and limitations; Specific regimes of protection for different works relevant to the cultural sector; Works in the public domain and digitization of works; Rights management; Copyright infringement: online piracy.

Learning objectives: Understand the principles and history behind IP and copyright laws, and how they apply to the cultural industries.

Methodology: Seminar: in class discussions supported by short lectures and students' presentations. Continuous oral assessment: Several assignments, organized as individual (at the beginning of each session) or coached group work, will challenge participants to integrate the acquired knowledge and skills.

Teaching tools: E-learning. Others

Pedagogical methods: Seminars. Oral presentations. Mentoring

Assessments:

- Individual continuous assessment 30%
- Individual continuous assessment 20%
- Group final exam 50%.

[More information](#)

SOCIO-ECONOMIC CONTEXT OF ARTS & CULTURE

Time volume (in hour): 54

ECTS: 5

Module Manager: VECCO Marilena

Pre-requisites: Fluency in English

Description: The module (54h in total) will be divided into 3 sub-modules - Philosophy of the Arts (E. Montagner - 15h), - Sociology of the Arts (C. Mathieu - 12h) - Cultural Economics (M. Vecco- 27h) taught by three different experts and assessed separately.

- **Philosophy of Arts:** The course aims to develop students' understanding of the theoretical constructs required for engaging in the current artistic landscape and contemporary art debate. It provides theoretical background and means for engaging in a dialogue with potential business interlocutors and partners including artists, curators and users. The course is divided into three parts. First, it covers key concepts and notions of aesthetics; then it illustrates the contemporary debate on the philosophy of art. The final part actively involves students in the critical analysis of pieces of art and specialized art commentaries.
- **Sociology of the Arts:** The main objective of this course is to introduce students to a "sociological view" on culture and on arts and to have an overview on the role and meaning of the arts from a sociological perspective. This will include an exploration of the different theoretical streams in the field of sociology and the different techniques in social research in order to make a practical experience (short-term fieldwork). The sessions will involve a theoretical and empirical part with the objective of engaging the students to reflect critically on the place of culture and arts in contemporary societies. This course will be divided into 3 distinct but complementary blocks. The first block will focus on theoretical approaches to culture and arts in the field of social sciences and sociology. The second block will introduce students to an empirical view on sociology of art and public, including some techniques of social research. The third block will be a short fieldwork, where students can apply their acquired knowledge.
- **Cultural Economics:** The aim of the course is to offer training in economics by surveying the field of cultural economics. It provides students with a solid background in the subject as a basis for subsequent courses and it enables them to select areas of special interest to pursue during the Master. The course requires students to read and discuss the literature of micro and cultural economics. It encourages a critical approach to the application of economics in this field. It introduces students to professional research in cultural economics, and they learn how to evaluate this research. Students therefore learn to appreciate standards of research and how to conduct their own research later on. Throughout the course, international material is used. Topics covered in the course: • Microeconomics elements (supply, demand, product markets; type of goods; analysis of costs; production, cost theory and decision of the firm; market competition; factor markets as labor land and capital). • The cultural economic analysis of public intervention in the arts and heritage: welfare economics, information problems, subsidies, regulations. • Assessment

methods of cultural heritage. • Economics of the performing arts sector; Baumol's cost disease. • Economics of cultural heritage sectors.

Learning objectives: Understand the key concepts of the subjects of Philosophy of the Arts, Sociology of the Arts and Cultural Economics.

- Philosophy of Arts: The course aims to develop students' understanding of the theoretical constructs required for engaging in the current artistic landscape and contemporary art debate.
- Sociology of the Arts: provide an introduction for the Sociology of the Arts
- Cultural Economics: - to understand the fundamentals of micro and macro-economics and to apply these fundamentals to culture and heritage conservation.

Teaching tools: E-learning. Others. Course support

Pedagogical methods: Seminars. Critical analysis. Case studies. Discussion groups. Oral presentations. Debates

Assessments:

- Individual continuous assessment 30%
- Individual final exam 30%
- Individual final exam 40%
- Remedial classes 100%

[More information](#)

INTERCULTURAL MANAGEMENT AND COMMUNICATION - AUTUMN

Time volume (in hour): 21

ECTS: 4

Semester: Autumn

Module Manager: TALPAIN Iryna

Pre-requisites: None

Description: Foreign culture and communication: foreign students will be mixed in the class to share their experiences and are asked to understand other cultures. They can therefore approach intercultural management during the sessions through exercises and situations from other cultures. Main topics: Intercultural management, communication in a foreign culture and team building. Inclusive language. Cultural differences.

- Each class: lectures, discussions, critical incidents, role plays, case studies, group communication via Teams, mini tests & assignments via Forms
- A group project followed by a group presentation (e.g. a FlipGrid video)
Topics: Culture shock, values and heroes, discrimination, cultural differences and communication in Management, Inclusive language, critical incidents in management, Diversity and how to manage it, etc....

Learning objectives:

- To facilitate social integration of foreign students at BSB through a better understanding of the cultural differences between France and their home countries
- To increase awareness of differences among business people (values, customs, traditions, etc.) from other cultures to pave the way for successful intercultural management and communication
- To respect other cultures within an international context
- To make students more communicative in a foreign culture and team building
- Learning how to lead global organizations with a diversity of profiles
- To show the importance of inclusive language

Methodology: Blended learning: a mix of traditional face-to-face classes (lectures, discussions, critical incidents, role plays, case studies) with online activities (all class materials, assignments and group communication are via Microsoft Teams + FlipGrid videos).

Assessments:

- Individual continuous assessment 30%
- Group continuous assessment 30%
- Individual continuous assessment 40%
- Remedial classes 100%

[More information](#)

FRANÇAIS LANGUE ÉTRANGÈRE - AUTUMN

Time volume (in hour): 13.5

ECTS: 2

Semester: Autumn

Module Manager: TALPAIN Iryna

Pre-requisites: Having a Level test already or passing the test during the semester.

Description: Develop the four language skills and provide instruction in language and culture.

- Level 1 (= beginner+): Develop the four language skills and provide instruction in language and culture. Master common syntactic structures and grammatical forms and develop a vocabulary repertoire corresponding to concrete needs; act and interact on personal and public topics in an everyday environment. (+ DELF A1-A2 Global Exam)
- Level 2 (= intermediate): Train in the 4 skills and provide linguistic and cultural instruction. Strengthen and enrich linguistic and socio-cultural skills. Teach French as a foreign language for professional purposes. Help students learn to discuss their studies, work, and plans; act and interact on personal and public topics in a professional setting. (+ DELF B1-B2 Global Exam)
- Level 3 (= native speakers/bilinguals and C1-C2): Customized advanced French language training. The teaching approach focuses on personalized learning paths, individual projects (free choice), and the option to study a third language independently via an online platform.

Learning objectives:

- Level 1 (= Beginner+): Develop the four language skills and provide instruction in language and culture. Master common syntactic structures and grammatical forms and build a vocabulary repertoire tailored to practical needs; communicate and interact on personal and public topics in everyday situations. 2
- Level 2 (= intermediate): Train in the four language skills and provide linguistic and cultural instruction. Strengthen and enrich linguistic and sociocultural skills. Teach French as a foreign language for professional purposes. Teach students to talk about their studies, work, and plans; to act and interact on personal and public topics in a professional setting.
- Level 3 (= native speakers/bilinguals and C1-C2): Advanced French language proficiency.

Methodology: Blended learning: in-person + self-paced learning via the Global Exam online platform + ongoing feedback

Teaching tools: CD - Support Audio. E-learning. DVD - Video support. Course support

Pedagogical methods: Discussion groups. Projects. Oral presentations. Games. Free discussion around a theme

Assessments:

Individual continuous assessment 100%

Remedial classes 100%

[More information](#)



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