

craft your
future

MSc Arts & Cultural Management
Course catalogue
Spring Semester
English Track

2026-2027

SUMMARY

COURSES LIST	3
IMPORTANT INFORMATION	4
SPRING SEMESTER	5
ADVANCED CULTURAL ENTREPRENEURSHIP	6
APPLIED CULTURAL PROJECT MANAGEMENT	7
CREATIVE CITIES AND TERRITORIAL DEVELOPMENT	8
CULTURAL TOURISM.....	10
FUNDRAISING FOR ARTS AND CULTURAL ORGANIZATIONS	11
INNOVATION IN THE CREATIVE INDUSTRIES	12
SECTORIAL CHALLENGES FOR ARTS.....	13
FRANÇAIS LANGUE ETRANGÈRE - SPRING.....	14
INTERCULTURAL MANAGEMENT AND COMMUNICATION - SPRING.....	15

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
LO03	ACM - Advanced Cultural Entrepreneurship	2
LO07	ACM - Fundraising for arts and cultural organizations	2
LO016	ACM - Innovation in the Creative Industries	3
LO013	ACM - Applied Cultural Project Management	3
LO015 / LO017	ACM - Sectoral Challenges for arts	3
	ACM - Cultural Tourism	2
LO010	ACM - Creative Cities and territorial development	3
	<i>Intercultural Management and Communication</i>	4
	<i>French (Elementary / Intermediate / Advanced)</i>	2
	TOTAL SPRING SEMESTER	24
	AI - Field trip	0

IMPORTANT INFORMATION

Next January, 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 for the catalogue from the 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.

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

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](#)

SPRING SEMESTER DATES

Spring: from January 4 to April 14, 2027

→ One week of holiday from February 15 to February 19

SPRING SEMESTER

JANUARY TO APRIL 2027



DIJON CAMPUS

ADVANCED CULTURAL ENTREPRENEURSHIP

Time volume (in hour): 21

ECTS: 2

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: This module completes the reflection on cultural entrepreneurship started in the first semester. It will provide a theoretical background to frame the experience collected in the previous course.

The course is organized around methodological contributions, practical experiences on cultural entrepreneurship projects, and reflexivity processes to motivate students to explore their entrepreneurial potential. Amongst the topics explored are negotiation skills, partnerships, ideation and business planning for creative projects.

Learning objectives: Question widely held perceptions and beliefs concerning the nature of the entrepreneurial opportunity, through analysis of relevant entrepreneurship theory, and personal practice. • Provide students with an applied knowledge & understanding of relevant functional management disciplines (business planning, marketing, finance, operations and strategy) such that they are able to plan an entrepreneurial project in the particular context of arts & cultural management. • Encourage students to reflect critically on their developing knowledge, skills and behaviors as cultural entrepreneurs.

Teaching tools: Cases. Course support

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

Assessments:

Group continuous assessment 50%.

Individual final exam 50%

[More information](#)

APPLIED CULTURAL PROJECT MANAGEMENT

Time volume (in hour): 42

ECTS: 4

Module Manager: WARE Nick

Pre-requisites: A good level of English

Description: The aim of the course is to enable students to design and manage a cultural project, understanding the peculiarities of project engineering for the cultural and creative sector. It is taught in two parts, one with a live local creative project at its heart, the second based on the music and events industry.

The course is divided into two main submodules:

- The first module "Cultural Project Management- project development", in which the students will work with a Dijon-based cultural organization on the production of a cultural event or project.
- The second module will focus on the music and events industries throughout Europe. Examining the scale, function and nature of the industries including finance and revenue streams, legal and cultural issues, demographics and demand, impact of recent developments, variation across EU nations and future challenges (emerging technology and ecological issues).

The first part of the module is assessed by a group project. In the second part by both an individual assessment and a group project. Ability to demonstrate an overall understanding of the EU music and events industries. Ability to demonstrate detailed written knowledge of project planning within one theatre of the EU music and events industries (e.g.: touring, festivals, son et Lumiere)

Learning objectives: The objectives of the course will be:

- to be able to understand a context (political, social, cultural and economic) for cultural projects and organizations
- to analyze the strengths and weaknesses / opportunities and threats for a cultural project
- to be able to design a project in close connections with an artistic and cultural team.
- to create a business plan
- to choose a strategy for the project and implement the project from the idea to the concrete activities
- to improve capacities for analyzing and evaluation of activities in cultural, heritage and artistic fields.
- to understand the functioning's of the live music industry and festivals in particular, understanding booking and contracting.

Teaching tools: Cases. Museum, Show. Course support. Company visit

Pedagogical methods: Critical analysis. Case studies. Projects. Oral presentations. Debates. Interviews. Events organization

Assessments:

- Group continuous assessment 25%.
- Group continuous assessment 25%.
- Individual final exam 50%

[More information](#)

CREATIVE CITIES AND TERRITORIAL DEVELOPMENT

Time volume (in hour): 30

ECTS: 3

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: This course examines the theory and practice of the creative city and assesses the design and impact of cultural policy and interventions aimed to enhance urban environments. Specifically, the course will help students understand how to design a sustainable cultural development strategy, including the impact of territorial and ecosystem governance.

The use of urban regeneration will be examined paying particular attention to the effects (positive and negative) on the local arena. The role of flagship interventions as an example of urban regeneration projects and city branding will be considered as well as the comparative between top-down and bottom-up strategies in regenerating the city. Case studies will be used to translate into practice some of the theories developed. Creative sectors and their particularities will be explored by approaching new collaborative models developed among these sectors in the city. From networks to governance issues, the course will focus on identifying innovative practices in companies, sectors, institutions and citizenship issues that aim to counteract the traditional norms and behaviors of urban actors. The module "Creative cities and governance" (6 hours, G. Franz), will aim to give an overview of the main governance systems for the cultural and creative sector and for cultural development strategies and urban planning. The "Impact measurement - practical laboratory" (8 hours, G. Biot-Paquerot) will provide practical tools for impact measurement.

Learning objectives: On completion of this course, the student will: 1. Acquire an in-depth knowledge of the theory and practice of the creative city, as well as related issues such as urban regeneration and development. 2. Conceptualize how accountability and control mechanisms might assist territorial organizations in their decision making over time 3. Discuss the key features of a performance measurement system for city management and be cognizant of the key functional and contextual considerations for its design and implementation 4. Develop their capacity to research, structure and present their own arguments and methodological positions independently and as part of a group.

Methodology: The course comprises 10 sessions of 3 hours each. These sessions are delivered using a variety of teaching methods including:

- During lectures the teaching team will introduce key theoretical topics/ issues using presentations, case studies and illustrations from urban environments worldwide. Lectures will also involve in-class activities for students to practice with the concepts covered by the teaching team. Fieldwork
- There will be two fieldwork sessions during Session 4 and Session 6. Fieldwork sessions will require the class and teaching team to visit some urban sites in Dijon and take field notes regarding the location and features of each site and its current use. During Session 3 the teaching team will introduce methods for conducting ethnographic observations and for taking field notes. These methods will be practiced by the class during field visits. Field visits are a foundational part of this course, and they are going

- to constitute the basis for further learning activities in class and for this course's group assessment. Presentations from guest speakers
- During the course, two guest speakers, with expertise in urban regeneration, will share their knowledge and practical experience with students. Ad-hoc activities in class are associated with talks given by guest speakers.

Teaching tools: E-learning. Cases. Course support. Museum, Show. Company visit

Pedagogical methods: Seminars. Case studies. Interviews

Assessments:

- Individual continuous assessment 60%
- Group continuous assessment 40%.

[More information](#)

CULTURAL TOURISM

Time volume (in hour): 21

ECTS: 2

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description: The course aims to provide an overview of the main concepts and techniques of destination governance and cultural tourism.

During this course, the complex theme of destination governance will be addressed through seminars and case studies, with particular reference to the governance of cultural tourism destinations. A tourism destination is an important unit of analysis that could be considered as a cluster of interrelated stakeholders (Scott, et al., 2008a) that are jointly interacting with visitors and travelers. Among the main stakeholders of a destination there are accommodation businesses, companies providing commercial services, attractions, tour agencies, but also government authorities, tourism offices as well as representatives of the local inhabitants and communities. Lessons will focus on new value propositions, ecotourism, digital transformation of tourism management and the understanding of customers using international case studies. It will make a special focus on "overtourism", its challenges and solutions. Students will examine the tourism of the city of Dijon and its cultural offer and develop new strategies and improvements as a consultation project for the city.

Learning objectives: Understand the contribution of culture to global tourism
Understand the role of destination governance and the main stakeholders
Understand the challenges and some of the solutions to tourism management.

Teaching tools: Cases. Course support. Company visit

Pedagogical methods: Case studies. Research. Projects. Oral presentations. Free discussion around a theme. Consulting activity

Assessments:

- Group continuous assessment 25%.
- Individual continuous assessment 25%
- Individual final exam 50%

[More information](#)

FUNDRAISING FOR ARTS AND CULTURAL ORGANIZATIONS

Time volume (in hour): 21

ECTS: 2

Module Manager: WARE Nick

Pre-requisites: Fluency in English

Description:

The course will provide students with theoretical and practical knowledge on the main techniques and strategies for fundraising. The course will address the following themes:

- Introduction to fundraising and fundraising strategies for the cultural and creative sector
- memberships and subscription programmes strategies for corporate fundraising
- organization of fundraising events
- International funding opportunities for arts and cultural organizations (with specific focus on European funding)
- Crowdfunding and new fundraising tools
- Volunteering and people-raising

Learning objectives: The aim of the course is to give an overview of the main tools and strategies for fundraising, with a special focus on the cultural and creative sector.

Methodology: The lessons will consist of lectures and case studies. In addition, students will work on a real project with a local arts organization.

Teaching tools: E-learning. Cases. Course support

Pedagogical methods: Seminars. Critical analysis. Case studies. Oral presentations

Assessments:

- Individual continuous assessment 40%
- Individual final exam 60%

[More information](#)

INNOVATION IN THE CREATIVE INDUSTRIES

Time volume (in hour): 30

ECTS: 3

Module Manager: WARE Nick

Pre-requisites: None

Description: The module allows students to develop an understanding of the digital transformation in the creative industries and to investigate why and to what extent digitalization is crucial for artists and institutions. The module is in two parts: part one offers a coherent theoretical foundation for digital transformation; the specificities of the digital shift in the cultural and creative sectors, and definitions of new technologies and their adoption and use. It focuses on the museums, galleries and exhibition sector, with case studies of best practice. Part two is hands-on learning of CRM customer relationship management tools. These tools bring together all the data of customer relationships - ticket sales, fundraising, social media usage, and transform the way cultural businesses are managed.

- Session 1: Definition of digital transformation? A strategic response to digital disruption
- Session 2:
 - Leveraging digital technologies to uncover new paths for value creation?
 - Transforming the value creation process
 - Examples of digital technologies and their use to uncover new paths for value creation
- Session 3: Digital shift in the cultural and creative sectors – case studies (museums, galleries, exhibition sector)
- Session 4: Innovative trends, augmented reality, mixed reality
- Session 5: Immersive media, metaverse, Artificial Intelligence
- Session 6: Project development
- Sessions 7-10: CRM

Learning objectives:

- To understand how digital transformation has impacted cultural businesses.
- To understand the tools that create new value propositions.
- To understand the changing relationship between organizations and their customers/visitors

Teaching tools: Cases. Course support. Company visit

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

Assessments:

- Group continuous assessment 25%.
- Group continuous assessment 25%.

[More information](#)

SECTORIAL CHALLENGES FOR ARTS

Time volume (in hour): 42

ECTS: 4

Module Manager: WARE Nick

Pre-requisites: Fluency in English. Valid passport and visa where necessary.

Description: Focus on different sectors in the arts - key contemporary challenges, issues and new research.

The module is in two parts:

- The first is a field trip to a European city to study emerging international practices in the arts and creative industries. It will consist of a series of visits to cultural destinations, lectures, and encounters with professionals working in significant cultural and creative organizations. Students will be required to develop their critical thinking through the creation of a "cultural diary" in which they will choose a theme and analyze it from an artistic and economic perspective.
- The second part will be based in Paris, where the classes will take place for the final two weeks of the course. There will be a series of visits to the city's cultural institutions, and professionals will visit the class to reflect on their professional journeys. Each day will have a thematic focus, starting with seminars on the contemporary challenges of management in those sectors - museums, concert venues, theatres.

Learning objectives: Understanding the specificities of managing different organizations in the cultural and creative sector, from an international perspective. Being able to develop critical reflections and analysis on specific themes related to various issues in the cultural and creative sector.

Methodology: Lectures and seminars will be given in the classroom context, with a focus on key issues for discussion, and on class participation in new research. The Field Trip is organized as a series of visits, seminars and other encounters across one week.

Teaching tools: E-learning. Cases. Course support. Company visit. Museum, Show

Pedagogical methods: Critical analysis. Case studies. Discussion groups. Mentoring

Assessments:

- Individual continuous assessment 50%
- Individual continuous assessment 50%

[More information](#)

FRANÇAIS LANGUE ÉTRANGÈRE - SPRING

Time volume (in hour): 13.5

ECTS: 2

Semester: Spring

Module Manager: TALPAIN Iryna

Pre-requisites: Having a Level test or passing it 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.
- 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](#)

INTERCULTURAL MANAGEMENT AND COMMUNICATION - SPRING

Time volume (in hour): 21

ECTS: 4

Semester: Spring

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 To learn 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).

Teaching tools: DVD - Video support. Cases. Others. Course support

Pedagogical methods: Case studies. Research. Critical incidents. Discussion groups. Projects. Oral presentations. Internet. Games. Theater activities. Free discussion around a theme

Assessments:

- Individual continuous assessment 30%
- Group continuous assessment 30%
- Individual continuous assessment 40%

[More information](#)



**We believe
in youTH**