

MSc Arts and Cultural Management (MSc ACM)

Specialisation's Manager:	Nick WARE	Email : nick.ware@bsb-education.com
Department:	<i>Humanities and Arts Management</i>	
Minimum number of places: 15	Maximum number of places: 40	

Admission requirements:

- English language certificate (for non-native speakers): TOEIC (750), IELTS (6.0), Duolingo (95)

Admission process:

You can now send us your application. Please find below the list of elements to send by email to Angélique Soyer (angelique.soyer@bsb-education.com):

- Your updated CV
- A cover letter presenting your professional project and the reasons for your application

Upon receipt, you will be invited to an interview with the jury, composed of the programme director and an external advisor, in Dijon or remotely via Teams in April.

Important: only students who have selected the ACM as their first choice during the selection campaign will be invited to the admission interview. For students who are studying abroad for a semester, please specify the country in which you are in order to best organize your admission interview according to the time difference.

Structure:

1st term (autumn): MSc core courses

2nd term (Spring): MSc advanced courses

3rd term (summer): Professional thesis and internship (if applicable)

Presentation and objectives:

The MSc Arts and Cultural Management is an English-taught postgraduate programme that trains future arts and cultural managers, to work in the dynamic and market of cultural and creative organizations, both at a national and international level.

The Programme provides students with an overview of arts and cultural industries in their sociological, economic and historical context, combined with a ~~strong~~ knowledge of cultural entrepreneurship, arts marketing and the most recent trends in fundraising, digitization and new communication strategies. Cultural business models, cultural project engineering and arts marketing in an international context complete the programme. Theory will be matched with practice: students will get hands-on experience on cultural event management both in the first and second semester, through the organization of cultural projects and events, as well as direct knowledge of the arts and creative sector through seminars, encounters with professionals and study visits.

A one-week field trip in a European capital is also part of the MSc program, including a series of study visits and meetings with professional actors in each sector.

Graduates from the MSc will be able to work in a large variety of middle and management positions in the cultural and creative sector, using their skills and competences to work in both International and national cultural and creative enterprises.

The cultural industries are one of the biggest employers in the world. Museums, galleries and many governmental and non-governmental agencies work to preserve, research and promote cultural heritage and artistic and creative production. Recent digital innovations in the sector have emphasized the increasing relevance of creative industries.

Future managers of cultural enterprises and creative industries are expected to have strong background in the understanding of arts and culture, their history and political development as well as of the socio-economic contexts. Advanced skills in arts and cultural management are also required. Arts and cultural entrepreneurship have become a key topic in the sector.

The teaching programme is grouped in three "blocs":

- arts in context: historical, socio-economic and political contexts (semester 1)
- arts and cultural management and entrepreneurship (core courses semester 1, advanced courses semester 2)
- cultural entrepreneurship and territorial development (semester 2)

In the first semester, international students will be required to attend a course in French language. This is a requisite for the study visits to some French cultural institutions.

CURRICULUM

Course module	Contact hours	Learning Goals
<i>FIRST SEMESTER - MSc core courses</i>		
Research methods	15h	Research methods for business students and preparation for writing a dissertation
<i>Block 1 – Arts in Context - 84 hours</i>		
History of the Art and Cultural Policy	42h	• History of Art • Cultural Policy • Cultural diplomacy
Socio-economic context of Arts & Culture	54h	• Philosophy of the arts and contemporary debates • Sociology of the arts • Cultural economics
<i>Block 2 – Arts and Cultural Management & entrepreneurship (core courses) - 105 hours</i>		
Arts Marketing	21h	Introduction to marketing for the arts and cultural sector.
Cultural Entrepreneurship	21h	Introduction to the main concept of cultural entrepreneurship and the characteristics of the entrepreneurial business modelling in the arts and cultural sector. Includes a partnership project with a local enterprise.
Intellectual Property and Copyright	21h	Main legal challenges for the arts, focusing in particular on issues of Intellectual Property and copyright
Arts Budgeting	21h	Introduction to project budgeting and arts production, with specific sub-sectoral focuses on dedicated sectors (e.g. performing arts, cinema).
Cultural Project Management	27h	Introduction to Event Management and project management. Includes the participation of students in professional consultation with a major arts organization in the region.

<u>SECOND SEMESTER –MSc advanced courses</u>		
Research methods	9h	Research methods for business students and preparation for writing a dissertation
<i>Block 3 – Arts and Cultural Management & entrepreneurship (advanced) - 156 hours</i>		
Advanced Cultural Entrepreneurship	21h	Advanced course on arts and cultural Entrepreneurship; new trends in entrepreneurship for the arts, ecosystem thinking for entrepreneurship development
Fundraising for Arts and Cultural Organizations	21h	Development of a fundraising strategy in cooperation with relevant stakeholders and members of the cultural and creative ecosystem
Innovation in the Creative Industries	30h	• Digitalization, social media and customer relationship management in the arts and cultural sector (15 hours) • New developments in the preservation, management and enhancement of cultural heritage (15 hours)
Applied Cultural Project Management	42h	• the tools and skills of project management in music events and festivals (21 hours) • Challenges in arts management, including the project management a cultural event with a major local arts organisation (21 hours)
Sectoral challenges for arts	42h	• Field trip. A visit to a European city with a series of study visits, conferences and encounters with professionals, providing students with an international perspective on arts management and the cultural and creative industries (24 hours) • Issues in the cultural and creative industries: contemporary debates in the cultural and creative field with leading professionals + CULTURAL DIARY (18 hours)
<i>Block 4 – Cultural Entrepreneurship and Territorial Development - 51 hours</i>		
Cultural Tourism	21h	Destination governance and the development of sustainable tourism strategies
Creative Cities and territorial development	30h	Evolution of the creative city concept and the strategies for increasing the attractiveness of cultural heritage. Urban regeneration through cultural entrepreneurship related challenges; territorial cultural governance
Pedagogy: The teaching methods are based on a mix of • courses given by academics, visiting professors and researchers • event organization • practical applications through applied lectures by senior industry practitioners; case studies and projects • Cultural study visits to museums, concert venues, theatres and cinemas and meetings with professionals, other cultural institutions and cultural policy makers. • Students' personal work		

- The organisation of public cultural events and the development of cultural projects
- The presentation of a "cultural diary"
- A field trip in a European capital dedicated to intensive program of study visits and conferences with both institutional, cultural policy makers and practitioners (semester 2)