

MSc ARTS & CULTURAL MANAGEMENT

- **Start Date:**
September 2021
- **Duration/Mode:**
12 months, full-time
- **Credits:**
60 ECTS
- **Eligibility:**
A bachelor's degree in any subject
- **Fees:**
€14,000

OBJECTIVES

The Master of Science Arts & Cultural Management aims to train future arts and cultural managers and provides them with the broad knowledge, experience and skills required to work in cultural and creative industries, both at national and international level. The degree prepares students for managerial positions in the fields of visual arts, performing arts and cultural heritage.

DISTINCTIVE FEATURES

- Visits to international companies based in France.
- Organisation of a contemporary art exhibition or cultural event that teaches students how to work collaboratively with artists at all levels: management, communication, and logistics. For example, the International Festival in Besançon Excentricités in collaboration with the Institute of Fine Arts.
- One field trip to a European capital city with specific study visits, conferences, events, and meetings with professionals.
- A workshop with artists to develop a joint entrepreneurial project.
- Creation of a Cultural Diary: to understand and analyse the current trends in arts and culture.

WHAT YOU WILL LEARN

A GLOBAL APPROACH

- Fundamentals of marketing, finance and management applied to cultural industries
- Art history

CULTURAL DIVERSITY

- An international network of professors and of professional speakers
- Students with varied backgrounds and origins, fostering enriching exchanges and shared experiences

EXCELLENT FACULTY

The Arts and Cultural Management department is extremely humbled to have the founder of Le Consortium Museum, Franco Gauthero, teaching and sharing his professional experience at BSB. In addition, we have highly qualified teachers who are famous in their field and are ready to share their expertise with you to help you achieve the same level of success.

ACHIEVING PROFESSIONAL EXCELLENCE

You will have an outstanding opportunity to engage not only in art projects, but also to present them in front of a panel of angel investors via BSB's incubator The Entrepreneurial Garden. This will allow you to learn more about the competitive world of art and cultural management, and how to execute your masterpieces and turn them into a business with the help of experts.



CAREER OPPORTUNITIES



Camille
BSB'13
Press Officer



Ting
BSB'15
Content Manager



Jiawei
BSB'16
Digital Marketing Manager Asia