

# SPECIALISED MASTER IN MANAGEMENT OF CULTURAL ENTERPRISES AND CREATIVE INDUSTRIES - MS MECIC PARIS

- **Start Date:**  
September 2021
- **Duration/Mode:**  
12 months, full-time
- **Credits:**  
75 ECTS
- **Eligibility:**  
A bachelor's degree in any subject
- **Fees:**  
Non EU: €14,000 / EU: €11,000
- **Campus:**  
Paris
- **Taught in French**

## OBJECTIVES

Taught from our Paris campus, the Specialised Master in Management of Cultural Enterprises and Creative Industries is aimed at students, young professionals and mid-career management professionals wishing to specialise in the creative industries, as well as people with artistic backgrounds who want to acquire skills in marketing and communications. It is also ideal for international students who are keen to explore the French model of heritage enhancement and support for film production.

## DISTINCTIVE FEATURES

- Learning is based on a combination of theoretical courses given by BSB professors and external lecturers from cultural sectors.
- Our selection process ensures a rich mix of French and international students, creatives and professionals in retraining. This diversity forms a group that enriches itself and energises the entire training process.
- An introduction to the French cultural network.
- A European Seminar on Cultural Management: 4 days in a European capital with study visits, conferences, meetings with professionals from local cultural institutions to understand the cultural specificities of a country in terms of funding, production and dissemination.
- A network of 80 major players in the Parisian and national cultural world.

## WHAT YOU WILL LEARN

The programme relies on a large network of professional partners with different degrees of involvement:

- participation in a business presentation
- submission of a project feasibility study
- conferences and lectures



## CAREER OPPORTUNITIES

### Chen

BSB'11

Head of Press Relations - United Asia Live Entertainment (Shanghai)

### Sarah

BSB'18

Patronage and Partnerships Assistant



### Daphné

BSB'18

Patronage Project Manager

