



## MBA

### ARTS & CULTURAL MANAGEMENT Art Track | Performing Arts Track



- 12 months, Fall or Spring intake
- Taught 100% in English
- Located in Paris
- Tuition: 18,000 €
- MBA in Arts in Cultural Management from IESA – Title I, State-recognized
- MA in Arts & Cultural Management from PSB



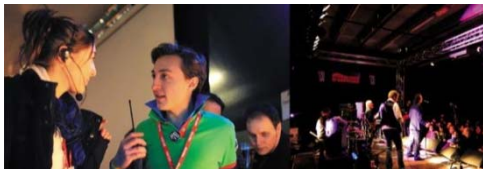
#### OVERVIEW

This innovative MBA program is designed to prepare you to work in the arts and cultural industries through its intensive teaching and focused training of professional practice. Combining core courses rooted in business practices with arts and cultural studies, you will be equipped to become a dynamic, innovative and creative arts manager.

During the year, you will take part in a group project, write a Capstone dissertation and extend the program with an optional 6-month internship.

This program immerses you in the rich and varied cultural life in Paris with first-hand experience of its museums and stellar collections, art galleries and performing arts venues through visits, encounters with professionals and practical sessions.

The MBA in Arts & Cultural Management is delivered in partnership with the Paris School of Business, one of the most reputable business schools in Europe. Upon completion of the program, **you will be awarded with a MA degree from Paris School of Business, and a MBA diploma from IESA (Title I, recognized by the State).**



#### Why this program ?

Students benefit from business tours to several European cities, as well as an optional 6-month internship in order to gain experience of the European arts and cultural markets:

- Thorough grounding in business skills
- Specialist knowledge of the arts and cultural industries
- Learn first-hand from experts and industry leaders
- Engage in cultural events in different European capitals
- Expand your professional network

Previous Business tours:  
Venice Biennial, TEFAF Maastricht, London, Berlin, Brussels and the Lyon Biennial.

#### REQUIREMENTS

Candidates must have obtained a 4 year undergraduate degree (B.A., B.Sc. or equivalent). Students in their final undergraduate year may apply for admission and will be required to provide proof of graduation prior to full registration.

1 year work experience necessary for students who completed a B.A. in three years.

English proficiency IELTS 6.0 required. Students with IELTS 5.5 will have to attend intensive foundation classes (1,450€).



#### TESTIMONIAL

**Allison VRBANAC**  
Events Manager at Thompson Landry Gallery – Canada

MBA Arts & Cultural Management, Art Track - Class of 2014

*“The professors and hands on learning approach at IESA & PSB Paris School of Business taught me how to apply the academic principles to a working environment in the art market. Focusing learning material on the arts and cultural field facilitated applying my education to the work force.*

*After graduation, I was hired at an art gallery in Toronto, Ontario where I am now the Events Manager. A role which combines all aspects of my education and the experience of studying in Paris!”*

## ● CURRICULUM DETAILS

This intensive 12-month program is designed to develop students' understanding of the art and performing arts sectors, while developing a keen business sense and entrepreneurial skills to become managers of arts and cultural institutions.

The program offers a common program and two specialized tracks: the art track and performing arts track. (See below)

Coaches work closely with students throughout the year, placing them in small groups to carry out a professional Capstone project. Students defend their Capstone dissertations and group projects in front of a jury.

### 1<sup>st</sup> Trimester (September – December)

Common courses: Marketing Management, International Business, Strategic Management, Finance for Managers, Digital Business, Research Methodology and project methodology

- **Performing Arts track:** History of Performing Arts
- **Art track:** Art History: Realism to 1945

Business Tour

### Intensive January Session

Common courses: Research Methodology, Business Game, Leadership and Management, Advanced Productivity and Computing skills, Career management.



### 2<sup>nd</sup> Trimester (February – May)

Common courses: Intellectual Property Law and Financing Culture, Cultural Economics, Online course, Project Methodology

- **Performing Arts track:** Economics of Cultural Industries, Event Management, Performing Arts Production, Performing Arts Management, Cultural Industries and Creative Entrepreneurship, European Cultural Policy & Heritage Management, Critical Analysis of the press workshop.
- **Art track:** Museum Law, Economics of the Art Market, Art History: 1945 to date, Curating Exhibitions, Mounting Exhibitions, Collecting Contemporary Art, Expertise of Modern and Contemporary Art.

Business Tour

### 3<sup>rd</sup> Trimester (May – September)

Optional Internship, Professional project, Capstone supervision and dissertation.

Business Tour

## ● APPLICATION

DOWNLOAD THE APPLICATION FORM:  
FROM OUR WEBSITE [HTTP://WWW.IESA.EDU/](http://www.iesa.edu/) OR REQUEST THE FORM  
BY EMAIL, [INTERNATIONAL@IESA.FR](mailto:INTERNATIONAL@IESA.FR)  
TYPE IN THE BLANKS IN THE APPLICATION FORM WITH YOUR  
INFORMATION  
(HAND WRITTEN APPLICATIONS WILL NOT BE ACCEPTED)

**Sending the file:** Scan all the documents and send them to [iesa@international.fr](mailto:iesa@international.fr)

**Confirmation:**

Candidates are required to pass an interview. Interviews are conducted in English by telephone or Skype. Candidates will receive the admission board's decision by post and by email. Upon admission, each candidate receives an acceptance letter.

