

Erasmus School of
History, Culture and
Communication

International Bachelor Arts and Culture Studies

2021-2022

Behind the
scenes of
culture

Erasmus University Rotterdam
Make it happen.

The Erasmus University logo, featuring the word "Erasmus" in a stylized, cursive script.

A unique perspective on art worlds

eur.nl/english/bachelor/ibacs/



Why study Arts and Culture at Erasmus University?

Alternating a sociological and economic view, you will study how art is produced and how it is presented by parties such as theatres, museums and festivals. Moreover, you want to know how it is appreciated by the audience and how new media is impacting this process. With this bachelor you will be able to analyse the mechanisms of the art world in a societal context. You also have a passion for arts and culture. You might not be an artist yourself, but you want to know what goes on behind the scenes of the art world.

Curriculum

We study the business of culture. This international bachelor offers a unique perspective to the world of arts and culture. During the course of our three-year programme, you will acquire a thorough understanding of how the cultural sector is organised, and gain insight into the socio-economic and political contexts that allow the arts to flourish. The contemporary cultural landscape requires creative professionals with analytical skills and indepth knowledge of cultural policy, arts education, art markets, audiences, heritage, cultural organisations, creative industries and entrepreneurship. You will be educated in these fields.

Career opportunities

As a graduate, you will be able to engage with the artists themselves as well as the economic and commercial players in the field. Furthermore, you have well developed analytical skills and you will be capable of examining issues from different angles. These are skills that employers generally appreciate. Graduates regularly work for museums and festivals, fashion houses, theatre companies, PR agencies, sponsoring agencies, governmental institutions or media companies.

Dual Degree: Double Bachelor in Arts and Science (RASL)

Do you have an artistic or a musical talent, as well as a hunger for academic knowledge? You can mix arts and academia in Rotterdam. Erasmus University Rotterdam (EUR), Willem de Kooning Academy (WdKA) and Codarts offer you the possibility to combine theory and practice in a five-year Dual Degree programme. After completing the programme you will receive two bachelor degrees.

Read more: rasl.nu/education

Get in touch with us

Want to know how current students experience this programme? Ask your questions: eshcc.eur.nl/chat

Course overview International Bachelor Arts and Culture Studies

Bachelor 1

Term 1	Term 2	Term 3	Term 4
History of Western Arts and Culture	Sociology of Arts and Culture	Introduction to the Economics of Arts and Culture	Arts, Culture and Media
Academic Skills	Introduction to Social Science Methods	Introduction to Cultural Policy	Cultural & Creative Industries

Bachelor 2

Term 1	Term 2	Term 3	Term 4
Contemporary Approaches in Cultural Sociology	Marketing Arts and Culture	Advanced Economics of Arts and Culture	Internship
Aesthetics	Introduction to Statistical Analysis	Methods of Qualitative Research	
Elective	Focus area course	Research Workshop	

Bachelor 3

Term 1	Term 2	Term 3	Term 4
Minor	Elective	Sociology, Culture and Modernity	Bachelor Graduation Project
	Focus area course	Advanced Economic Aspects of Cultural Industries	
OR	OR	Introduction Arts Education	
Exchange programme	Exchange programme		

20

students per
tutorial

65+

exchange partners
world wide

small scale
programme

100-120
first year students

INTERNSHIP
in the Netherlands
or abroad



"I realised that you
cannot perceive
**art without its
context.**"

Mariya Bakhmach, Ukraine

Questions?

If you have specific questions about the programme, you can contact our Programme Coordinator.

E: info.acs@eshcc.eur.nl

For questions about entry requirements, please contact our Admissions Officer.

E: bacheloradmission@eshcc.eur.nl

