

MSc ARTS & CREATIVE INDUSTRIES MANAGEMENT

A unique programme dedicated to the arts & creative industries 'made in France'

HIGHLIGHTS

A creative industries approach
Innovative pedagogy through immersion
Academic expertise and professional network

OVERVIEW

LANGUAGE: English

CAMPUS: Paris

INTAKE: September

FORMAT: Full-time

DOUBLE DEGREE: MSc and diploma recognised by the Ministry of Higher Education and Research

15th
Top 50 worldwide -
Eduniversal 2024 ranking
'Creative industries
management'



KEDGE
BUSINESS SCHOOL



CURRICULUM

Access: 3-year bachelor's degree

PATHWAY COURSE

SEMESTER 1

- Strategic thinking
- Financial performance
- Data management
- Excel certification (TOSA)
- Business & ecological transition
- Business & social change
- Ecological challenge & organisational management
- Public speaking
- Visual communication & sustainable impact

SEMESTER 2

- Team management
- Business & sustainability
- ChatGPT leadership lab
- Coding skills
- Open Innovation Challenge (applied corporate project)

PRE-SPECIALISATION COURSES

- Marketing reconsidered
- Design culture
- Contemporary arts & culture

⊕ ADDITIONAL CONTENT

- 4-month internship (in France or abroad) or academic partnership

Access: 4-year bachelor's degree

MASTER OF SCIENCE

ARTS MANAGER SKILLS

- Creation & creativity
- Politics & cultural economics
- Arts & creative industries strategic management
- Arts & creative industries marketing
- Arts & creative industries management

EXPERTISE SKILLS

- Arts & heritage management
- Performing arts management
- Cultural industries management
- Creative services management
- Taste industries management
- Leisure management

EXPERIENTIAL SKILLS

- International seminar
- Masterclasses
- Workshops
- Professional tools
- Study trips (Creative France & Creative London)
- Reverse pedagogy

FINAL DISSERTATION

6-MONTH INTERNSHIP IN THE ARTS & CREATIVE INDUSTRIES FIELD



CAREER OPPORTUNITIES

PROSPECTS

- **Production:** producer, buyer, director, etc.
- **Management and strategic development:** director, entrepreneur, consultant, development project manager, business developer, etc.
- **Marketing:** marketing director, brand manager, product manager, sales manager, partnership and sponsorship manager, fundraising, digital project manager, etc.
- **Communication:** communication director, events manager, press relations manager, advertising manager, brand content manager, social media manager, etc.

NETWORK & PARTNERS

Musée du Louvre, Musée d'Orsay, Bourse de Commerce-Pinault Collection, Christie's, We Love Green, Montreux Comedy, Warner Bros, Gaumont-Pathé, Universal Pictures, Netflix, TF1, Canal+, Deezer, Wagram Music, TikTok, Fever, BETC, Publicis, Havas, Ubisoft, Playstation, Flammarion, Hachette, Nike, Balenciaga, LVMH, Hermès, Chanel, Guerlain, Maison Cartier, Nina Ricci, Van Cleef & Arpels, L'Oréal, Pernod Ricard, etc.

CREATIVE INDUSTRIES

- Visual arts and heritage
- Performing arts (theatre, dance, opera, street performances, etc.)
- Cultural industries (cinema, music, publishing, video games, media, etc.)
- Creative services (architecture, design, communication, digital technology, etc.)
- Taste industries (crafts, fashion, gastronomy, luxury, etc.)
- Leisure industries (tourism, games)



90% of students secure employment within six months of graduation



60% international students



1,200 alumni

ABOUT KEDGE

This MSc programme is offered in Paris, on a 6,400 m² campus located in the Lumière building, spanning two levels and featuring 25 brain bubbles and an 80-seat amphitheatre. Student life is enriched by numerous amenities, including diverse dining options, sports facilities, and cultural spaces directly on campus. Situated in a vibrant business district near Bercy Village and the BNF, with easy access to public transport, the Paris campus offers an ideal setting for both academic excellence and personal growth.



PARIS
CAMPUS

7th
Best French
Business School,
Financial Times 2024

1st
French School for
Research in Business
Administration,
Shanghai Ranking 2023

KEDGE is a private, not-for-profit higher education institution under state contract.

ABOUT KEDGE ARTS SCHOOL



1 dedicated research centre unique in France



900 students trained this year



100 industry partners

ADMISSION

APPLICATION PROCESS

Apply online on join.kedge.edu

CONTACT

Make an appointment with one of our student advisers:

France:
ms.msc@kedgebs.com

International:
international@kedgebs.com

TUITION FEES*

Pathway course: €9,500
Master of Science: €22,400

**Indicative rates for the 2024-25 year, subject to change in 2025-26.*

FUNDING

KEDGE Business School offers a variety of scholarships for international students studying in France, designed to meet various criteria and aimed to support ambitious, talented individuals from around the world in achieving their higher education goals.

MORE INFORMATION ABOUT THE PROGRAMME

