

**IESA
ART & CULTURE
INTERNATIONAL
PROGRAMS**

**PARIS, FRANCE
LONDON, UK**



IESA's international department offers a variety of undergraduate and MBA programmes entirely taught in English and specialising in art history, art business and cultural entrepreneurship. Set in the heart of Paris, the school is close to the main museums, art galleries and libraries. We are proud to attract an international and culturally diverse student body from several specialisations. Essential to our teaching is the link between theory and practice. Our programmes include professional networking in galleries, museums and fairs in Paris and in important European cities.

IESA'S PROGRAMMES

- MBA IN ARTS & CULTURAL MANAGEMENT in partnership with PSB Paris School of Business
- MBA IN CONTEMPORARY ART: SALES, DISPLAY & COLLECTING
- MBA IN ART & LUXURY MANAGEMENT
- MBA IN CULTURAL ENTREPRENEURSHIP & TOURISM
- BACHELOR PROGRAM IN FRENCH ART AND EXPERTISE
- SUMMER IN PARIS



MBA IN ARTS & CULTURAL MANAGEMENT

Accreditation: Titre I validated by the French state as Expert in Sales and Marketing of Art or Manager of Cultural Projects

Double degree: PSB Paris School Business, MSc in Arts & Cultural Management

Duration: 12 months or 16 months

Location : Paris

Prerequisites: 4 year BA degree for the 12 month program

3 year BA degree for the 16 month program

English level: 6.0 IELTS on all bands

Two intakes: September and January

IN PARTNERSHIP WITH PSB PARIS SCHOOL OF BUSINESS, this program is designed to develop students' professional skills in managing arts and cultural projects. Two options are offered: arts management and performance management. Courses in business practice are combined with specialised studies in arts management, the art market, history of art or performing arts, making this MBA an exceptional opportunity to obtain knowledge and practice of cultural management.

Students complete coursework with a thesis and put into place a practical group project, providing them with hands-on experience. Business tours to Berlin, Maastricht and Brussels, Venice or London provide students with important opportunities to meet and interact with professionals.

→ **Career Paths:** Exhibition Manager, Curator, Cultural Project Manager, Performing Arts Administrator, Development Manager, Entrepreneur, Mediation Program Manager.



IESA MBA PROGRAMMES: AN OVERVIEW

MBA in Contemporary Art: Sales, Display and Collecting
MBA in Art & Luxury Management
MBA in Cultural Entrepreneurship and Tourism

We offer three joint MBA programmes which include core business courses and various specialist options. Unlike traditional MBAs, our business courses on Finance, Law and Marketing & Communication are taught with a specific focus on the cultural sector. By studying art history and cultural studies, students gain in-depth knowledge and expertise of the sector.

Our combination of art and business teaching takes a holistic approach which provides students with a unique skill set. Innovative and creative pedagogy makes students highly competitive in today's market place. Meeting professionals throughout the year provide students practical knowledge and networking possibilities. Study tours to major European cities contribute to students' expertise and professional development.



MBA IN CONTEMPORARY ART: SALES, DISPLAY & COLLECTING

Accreditation: Professional title I validated by the state in Expert in sales and marketing in arts

Duration: 12 or 16 months

Prerequisites: 4 year BA degree for the 12 month program

3 year BA degree for the 16 month program

English level: 6 IELTS on all bands

Two intakes: September or January

THIS INTENSIVE MBA PROGRAMME trains professionals for a career in the contemporary art market. Students gain a strong business background combined with specific knowledge about the economics and structures of the contemporary art market, expertise of art objects and arts management. As part of their coursework all students study project methodology and management before taking part in the setting up of an exhibition or professional project.

THE PROGRAMME OFFERS TWO SPECIALISATIONS IN THE SECOND SEMESTER:

IN PARIS

Photography, digital art and its markets concentrates on sales and display of photography and digital art offering special options in the history of photography, digital art, contemporary art markets and curating exhibitions.

IN LONDON

Emerging Markets focuses on issues of globalisation and the practices of emerging art markets.

→ **Career Paths:** Gallerist, Art Advisor, Curator, Art Dealer, Public Relations Manager, Education Outreach Manager, Press Relations.



MBA IN ART & LUXURY MANAGEMENT

Accreditation: Professional title I, Manager of Cultural Projects validated by the state

Duration: 12 or 16 months

Prerequisites: 4 year BA degree for the 12 month program

3 year BA degree for the 16 month program

English level: 6 IELTS on all bands

Two intakes: September or January

THIS INTENSIVE PROGRAMME delves into the relationships between the art and luxury industries concentrating on its management, sales and distribution. The programme in the first semester includes classes in art history and decorative arts from 1500-1900 and the core business curriculum of the MBA. As part of their coursework, all students study project methodology and management before taking part in the setting up of an exhibition or professional project.

THE PROGRAMME OFFERS TWO SPECIALISATIONS IN THE SECOND SEMESTER:

IN PARIS

The **art & luxury business** focusing on the luxury management, branding luxury through the arts, corporate social responsibility, sustainability and design.

IN LONDON

Collecting and the art market in London concentrating on the historic aspects of the art market, trade and collecting from 1500-1900.

→ **Career Paths:** Luxury Brand Manager, Interior Decorator, Art and Fashion Consultant, Art Expert.



Arc de Triomphe du Carrousel et Musée du Louvre. Photo © Gilles Vanackere

MBA IN CULTURAL ENTREPRENEURSHIP & TOURISM

Accreditation: Titre I validated by the French state as Manager of Cultural Projects

Duration: 12 months or 16 months

Location: Paris

Prerequisites: 4 year BA degree for the 12 month program

3 year BA degree for the 16 month program

English level: 6.0 IELTS on all bands

Two intakes: September and January

CORE TEACHING ON THIS INTENSIVE PROGRAMME the range and skills necessary to become an entrepreneur in the tourism sector. In the first semester, students learn core business skills in Finance, Cultural Heritage Law and Marketing while historical studies provide a historical background for understanding the role of heritage in the tourist and cultural sectors.

The second semester concentrates on strategic management, cultural entrepreneurship and branding, corporate social responsibility, sustainability and design, tourism operations management, Luxury, wine, tourism & ecology and business development.

→ **Career Paths:** Tour Operator, Tourist Site Manager, Public Relations Manager, Tourist Program Manager, Cultural Heritage Manager.



BACHELOR PROGRAM: EXPERTISE IN FRENCH ART

Accreditation: Titre II validated by the French state as Expert in Art Business

Duration: one semester or year

Location: Paris

Prerequisites: Completion of the first year of a BA program with 2.5 GPA

English level: 6 IELTS

Two intakes: September and January

THE COURSE IS INTENDED FOR STUDENTS who want to gain first hand experience of the life and art of Paris. Intensive teaching in French is combined with options in french history, art history and art business. The first semester focuses on art history and introduces the structures of the contemporary art market, marketing and law. In the second semester the focus is on contemporary art, mounting exhibitions, event management, art expertise and digital Arts.

Taught by art historians and experts, classes take place in cultural sites such as museums, monuments and galleries in and around Paris. Coursework forms an important part of the program and time is allowed for individual study. Students taking the year long program can add an internship to the experience and can validate the bachelor through a dissertation and oral exam.



SUMMER IN PARIS

6-12 ECTS credits delivered at undergraduate level

Duration: 4 weeks

Intake: July 2017

Prerequisites: Completion of the first year of a BA program with a 2.5 grade average

English level: 6 IELTS

THIS FOUR WEEK COURSE OFFERS 3 STRANDS TAUGHT FROM MONDAY TO THURSDAY EACH WEEK.

French Language (30 hours)

French is offered in small classes, allowing students to work intensively with a native French speaker to develop conversational and written French skills.

Masterpieces of French Art (30 hours)

This course takes a chronological path through French art history from the seventeenth century to the twentieth century. Introductory lectures provide the context, and visits to important Parisian collections highlight works by major artists.

The Art Market in Paris (30 hours)

Taking four different aspects of the art market, this course relates the historical art market to current practice. Sessions focus on the dealer, the auction house, the collector and the artist while visits to dealers and auction houses, foundations and artists' studios bring the spaces of the art market to life.

Excursions and day-trips give students in-depth view of major cultural sites such as the palace of Fontainebleau or Monet's gardens at Giverny.



ONLINE COURSES

Accreditation: IESA ECTS credits

Duration: Two months

Pre-requisites: None

English level: 5.5 IELTS

Intake: each month

THIS SERIES OF SHORT COURSES is intended for professionals, students and those who wish to work in the art world. The aim is of the courses to build a greater understanding the structures and business of the art market. Individual modules cover a range of subjects. Some cover the broader issues of the market, including emerging markets. Other courses aim to build essential business skills to work in the art market such as art finance, law and marketing.

Each course lasts 8 weeks. Participants may enroll on the course for credit by working closely with the tutor on individual assignments or may enroll as an auditor.



COURSES TAUGHT IN FRENCH AT IESA PARIS

IESA OFFERS UNDERGRADUATE AND GRADUATE PROGRAMS validated by the French state in three areas: the art market, cultural events management and multimedia.

Taught by art historians, museum curators and professional practitioners, these programs offer an intensive academic and vocational experience. Internships are key for each program, in order for students to experience first-hand working in the art market or cultural industry.

More information can be found on our website www.iesa.edu

Director of IESA art&culture
Boris Grebille



Studialis assists foreign students in applying and registering to programs at IESA. Upon registration, Studialis provides students with administrative services to help them prepare for their arrival (visa information, student accommodation, bank account...)

APPLICATION PROCESS

In order to apply, candidates must submit:

- Completed application form
- Copy of passport
- Short resume in English
- Statement of purpose
- 1 letter of recommendation with contact reference phone & email
- Copy of high school diploma or equivalent
- Copy of highest degree completed + official transcripts
- English proficiency test scores for non-native speakers (IELTS, TOEFL, TOEIC)

Applications can be submitted by email to admissions@studialisedu.net



IESA

www.iesa.edu

5, avenue de l'Opéra, Paris 1^{er}

tél. +33(0)1 73 54 13 39