Master in Management of Cultural Sector

Programme mnemonic
MA-PGECU
  Focus Professional: M-PGECUS

Studies level
Master 120 credits

Learning language
French

Schedule
Office hours

Studies categories / subcategories
Human and social sciences / Business management and Human and social sciences / History, history of art, and archaeology

Campus
Solbosch

Programme objectives
In the artistic and cultural world in general, and depending on each student's own professional goals, we train graduates who can:

> manage a structure or a project in a self-employed capacity,
> work in a decision-making capacity within a public institution, a private organisation, or a large-scale project.

We prepare our students to work in a local or international setting, in one of the following sectors depending on their interests: performing arts, literature, plastic arts, cultural heritage, or tourism.

Programme’s added value
Contact with the cultural sector: many of the Faculty’s professors, in addition to their activity within this Master, work in the artistic and cultural field in Belgium: museums, public cultural institutions, cinema, etc. ULB’s location at the heart of Brussels, as well as the professors’ close relationship with the cultural sector, helps our students get in touch with professional cultural organisations at the national and international level.

Succeed in your studies
ULB offers a number of activities and resources that can help you develop a successful strategy before or during your studies.
You can make the transition to higher education easier by attending preparatory courses, summer classes, and information and orientation sessions, even before you start your studies at ULB.
During your studies, many people at ULB are there specifically to help you succeed: support staff in each faculty, (inter-)faculty guidance counsellors, tutors, and experts in academic methodology.

Job opportunities
Professional prospects for graduates of the Master in Cultural Studies and Management are varied. The programme includes courses on management as well as on the critical understanding and promotion of cultural activities; it enables students to integrate easily into a vast network of institutions and companies. Graduates naturally find work in event planning (exhibitions, concerts, festivals, etc.), museum management and coordination, theatre and cultural centre management, and other sectors.

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Jury President
Kenneth BERTRAMS

Jury Secretary
Eric VAN ESSCHE
Master in Management of Cultural Sector
Focus Professional

The main subjects of the Master in Cultural Studies and Management are: the management of cultural institutions and companies; knowledge of arts and culture; the sociology of arts and culture; marketing in the field of arts and culture; cultural policies; and law applied to artists and cultural organisations.

Particular emphasis is placed on management: in order to work autonomously and responsibly, students must have considerable knowledge of the subjects involved: art history, law, accounting, marketing, communication, etc. This is why classes are given by academics who are specialists of these subjects.

Practice is also important in this programme, which teaches about practical aspects of various professions:

- valuable immersive work placements will put students in contact with all types of cultural institutions both in Belgium and abroad;
- by attending seminars hosted by professors and assistants, and by working on their dissertation, students will have the opportunity to complete an artistic or cultural project, from design to implementation, whether alone or in teams.

The dissertation lets students develop a critical view of the cultural sector at a national or international scale, both in terms of management and public policy.

Bloc 1 | M-PGECUS | MA-PGECU

Tronc commun

Pôle 1 : Outils

- GECU-D400 Eléments de comptabilité appliquée au champ culturel | Max Bienfait (Coordinator)
  - 5 credits [lecture: 24h]  second term  French
- GECU-D401 Eléments de droit public et privé appliqués au champ culturel | Alexandre PINTIAUX (Coordinator)
  - 5 credits [lecture: 24h]  first term  French
- GECU-D404 Thématiques et méthodologie de recherche appliquées au champ culturel | Jean-Gilles LOWIES (Coordinator)
  - 5 credits [lecture: 12h, tutorial classes: 12h]  academic year  French
- GEST-B405 Gestion des ressources humaines | Jean VANDEWATTYNE (Coordinator)
  - 5 credits [lecture: 24h]  second term  French
- GEST-B435 Marketing stratégique | Catherine JANSSEN (Coordinator)
  - 5 credits [lecture: 36h]  first term  French

Pôle 2 : Territoires

- GECU-D402 Entreprises culturelles et industries créatives : gestion, stratégie et management | Eric VAN ESSCHE (Coordinator)
  - 5 credits [lecture: 24h]  first term  French
- GECU-D403 Institutions culturelles : économie, politique et administration | Nathalie NYST (Coordinator)
  - 5 credits [lecture: 24h, project: 30h]  second term  French

Pôle 3 : Application

- GEST-D465 Séminaire de préparation au projet de gestion culturelle | Olivier VAN HEE (Coordinator)
  - 5 credits [seminars: 24h]  first and second terms  French

Pôle 4 - Recherche

- MEMO-B400 Travaux préparatoires au mémoire
  - 5 credits  first term  French

Modules d'option

A total of 15 credits chosen from the following
Module Arts du spectacle

Le nombre d'inscription pour le cours ARTC-B500 et ARTC-B460 est limité à 5 étudiants maximum pour chaque cours. Les étudiants doivent s'inscrire via le secrétariat du Master en Gestion culturelle.

ARTC-B500  Séminaire : lectures critiques du spectacle vivant | Karel VANHAESBROUCK (Coordinator) and Karolina Svobodova
- 5 credits [seminars: 24h]
- second term
- French

ARTC-B515  Le spectacle vivant en Belgique | Karel VANHAESBROUCK (Coordinator) and Paul ARON
- 5 credits [lecture: 24h]
- first term
- French

CINE-B415  Problèmes juridiques et circuits économiques de l'audiovisuel | Suzanne CAPIAU (Coordinator)
- 5 credits [lecture: 24h]
- first term
- French

CINE-B510  Cinémas de Belgique: histoires, circuits économiques, problèmes juridiques | Muriel ANDRIN (Coordinator), Suzanne CAPIAU, Wouter Hessels and Sébastien ANDRES
- 5 credits [lecture: 24h]
- first term
- French

MUSI-B100  Histoire culturelle de la musique du XVIIIè au XXè | Marie-Alexis COLIN (Coordinator) and Hélène Sechehaye
- 5 credits [lecture: 36h]
- second term
- French

Module livres et bibliothèques

CINE-B425  Problèmes d'archivage et de conservation des arts du spectacle | Jeremi SZANIAWSKI (Coordinator)
- 5 credits [lecture: 12h, tutorial classes: 12h]
- first term
- French

STIC-B415  Architecture des systèmes d'information | Seth VAN HOOLAND (Coordinator) and Sébastien DE VALERIOLA
- 5 credits [lecture: 24h, tutorial classes: 12h]
- first term
- French

STIC-B420  Gestion des bibliothèques | Christian BROUWER (Coordinator)
- 5 credits [lecture: 24h, tutorial classes: 12h]
- first term
- French

STIC-B521  Livres, bibliothèques et édition numérique | Zeger KARSSEN (Coordinator)
- 5 credits [lecture: 36h]
- second term
- French

STIC-B530  Patrimoine culturel : questions de gestion, de conservation et de numérisation | Frédéric LEMMERS (Coordinator)
- 5 credits [lecture: 24h, field trips: 12h]
- second term
- French

Module Musées et arts plastiques

HAAR-B395  Histoire et pratiques de l'exposition | Denis LAOUREUX (Coordinator)
- 5 credits [lecture: 24h, field trips: 12h]
- first term
- French

HAAR-B4040  Questions d'histoire de l'art moderne et contemporain | Michel DRAGUET (Coordinator)
- 5 credits [lecture: 24h]
- second term
- French

HAAR-B5050  Questions d'histoire de la photographie | Danielle LEENAERTS (Coordinator)
- 5 credits [lecture: 12h, tutorial classes: 12h]
- second term
- French

HAAR-B5090  Gestion des collections et conservation préventive | Claire LEBLANC (Coordinator) and Laura DEBRY
- 5 credits [practical work: 36h]
- first and second terms
- French

HAAR-D403  Histoire et pratiques du marché de l'art | Denis LAOUREUX (Coordinator)
- 5 credits [lecture: 24h]
- second term
- French

Module Patrimoine touristique

TOUR-F401  Principes et pratiques de médiation touristique | Laurence GILLOT (Coordinator)
- 5 credits [lecture: 24h, practical work: 24h]
- second term
- French

TOUR-F419  Cultural tourism issues | Anya DIEKMANN (Coordinator)
- 5 credits [lecture: 24h, practical work: 12h]
- first term
- English

TOUR-F422  Marketing du tourisme | Miguel COTTON (Coordinator)
- 5 credits [lecture: 24h, tutorial classes: 12h, practical work: 4h]
- first term
- French
Module multidisciplinaire

TOUR-F516  Gouvernance et gestion du tourisme et des attractions en Belgique  Sébastien LECERF (Coordinator)
  5 credits [lecture: 24h, practical work: 12h]  second term  French

TOUR-F519  Analyse et gestion des aspects sociaux et culturels du tourisme  Anya DIEKMANN (Coordinator)
  5 credits [lecture: 24h, practical work: 24h]  first term  French

COMM-B415  Communication marketing : conception et évaluation  Louis WIART (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 24h]  second term  French

COMM-B420  Communication corporate  Philippe MASSART (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 24h]  first term  French

GECU-Y400  Promotion et commercialisation de projets culturels  Janet MATHONET (Coordinator)
  5 credits [lecture: 24h]  French

GEST-D447  Principes généraux d'organisation et de gestion  Philippe SCIEUR (Coordinator)
  5 credits [lecture: 24h]  French

SOCA-D106  Introduction à la démarche sociologique et initiation à la recherche documentaire  Pierre DESMAREZ (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 24h]  French

SOCA-D4001  Culture, globalisation et inégalités  Laurie HANQUINET (Coordinator)
  5 credits [lecture: 24h]  French

SOCA-D401  Arts stratification: approche sociologique de la production, médiation et consommation culturelle  Laurie HANQUINET (Coordinator)
  5 credits [lecture: 24h]  French

SOCA-D422  Sociologie de l'art  Daniel VANDER GUcht (Coordinator)
  5 credits [lecture: 24h]  French
**Bloc 2 | M-PGECUS | MA-PGECU**

**Tronc commun**

**Pôle 2 : Territoires**

**GECE-D500**

*Actualité et questions approfondies relatives aux entreprises culturelles et industries créatives* | Eric VAN ESSCHE (Coordinator)
- 5 credits [seminars: 24h]
- first and second terms
- French

**GECE-D501**

*Actualité et questions approfondies relatives aux institutions culturelles* | Nathalie NYST (Coordinator)
- 5 credits [seminars: 24h]
- second term
- French

**Pôle 3 : Application**

**GEST-B515**

*Projet de gestion culturelle* | Olivier VAN HEE (Coordinator) and Emilie Garcia
- 10 credits [tutorial classes: 10h]
- second term
- French

**STAG-B530**

*Stage dirigé* | Olivier VAN HEE (Coordinator)
- 10 credits [work placement: 24h]
- first term
- French

**Pôle 4 : Recherche**

**MEMO-B500**

*Mémoire*
- 20 credits [personal assignments: 36h]
- academic year
- French

**Modules d’option**

10 crédits à choisir dans les modules ci-dessous, dont au moins un cours en lien avec le sujet du mémoire.

*A total of ten credits chosen from the following*

**Module Arts du spectacle**

Le nombre d’inscription pour le cours ARTC-B460 et ARTC-B500 est limité à 5 étudiants maximum pour chaque cours. Les étudiants doivent s’inscrire via le secrétariat du Master en Gestion culturelle.

**ARTC-B500**

*Séminaire : lectures critiques du spectacle vivant* | Karel VANHAEBROUCK (Coordinator) and Karolina Svobodova
- 5 credits [seminars: 24h]
- second term
- French

**ARTC-B515**

*Le spectacle vivant en Belgique* | Karel VANHAEBROUCK (Coordinator) and Paul ARON
- 5 credits [lecture: 24h]
- first term
- French

**CINE-B415**

*Problèmes juridiques et circuits économiques de l’audiovisuel* | Suzanne CAPIAU (Coordinator)
- 5 credits [lecture: 24h]
- first term
- French

**CINE-B510**

*Cinémas de Belgique: histoires, circuits économiques, problèmes juridiques* | Muriel ANDRIN (Coordinator), Suzanne CAPIAU, Wouter Hessels and Sébastien ANDRES
- 5 credits [lecture: 24h]
- first term
- French

**MUSI-B100**

*Histoire culturelle de la musique du XVIIIè au XXè* | Marie-Alexis COLIN (Coordinator) and Hélène Sechehaye
- 5 credits [lecture: 24h]
- first term
- French

**MUSI-B425**

*Méthodologie de la culture et de la musique populaires* | Christophe DEN TANDT (Coordinator)
- 5 credits [lecture: 24h]
- second term
- French
Module Livres et Bibliothèques

CINE-B425  Problèmes d'archivage et de conservation des arts du spectacle | Jeremi SZANIAWSKI (Coordinator)
  5 credits [lecture: 12h, tutorial classes: 12h]  first term  French

STIC-B415  Architecture des systèmes d'information | Seth VAN HOOLAND (Coordinator) and Sébastien DE VALERIOLA
  5 credits [lecture: 24h, tutorial classes: 12h]  first term  French

STIC-B420  Gestion des bibliothèques | Christian BROUWER (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 12h]  first term  French

STIC-B521  Livres, bibliothèques et édition numérique | Zeger KARSSEN (Coordinator)
  5 credits [lecture: 36h]  second term  French

STIC-B530  Patrimoine culturel : questions de gestion, de conservation et de numérisation | Frédéric LEMMERS (Coordinator)
  5 credits [lecture: 24h, field trips: 12h]  second term  French

Module Musées et arts plastiques

HAAR-B395  Histoire et pratiques de l'exposition | Denis LAOUREUX (Coordinator)
  5 credits [lecture: 24h, field trips: 12h]  first term  French

HAAR-B4040  Questions d'histoire de l'art moderne et contemporain | Michel DRAGUET (Coordinator)
  5 credits [lecture: 24h]  second term  French

HAAR-B5050  Questions d'histoire de la photographie | Danielle LEENAERTS (Coordinator)
  5 credits [lecture: 12h, tutorial classes: 12h]  second term  French

HAAR-B5050  Gestion des collections et conservation préventive | Claire LEBLANC (Coordinator) and Laura DEBRY
  5 credits [practical work: 36h]  first and second terms  French

HAAR-D403  Histoire et pratiques du marché de l'art | Denis LAOUREUX (Coordinator)
  5 credits [lecture: 24h]  second term  French

Module Patrimoine touristique

TOUR-F401  Principes et pratiques de médiation touristique | Laurence GILLOT (Coordinator)
  5 credits [lecture: 24h, practical work: 24h]  second term  French

TOUR-F419  Cultural tourism issues | Anya DIEKMANN (Coordinator)
  5 credits [lecture: 24h, practical work: 24h]  second term  English

TOUR-F422  Marketing du tourisme | Miguel COTTON (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 12h, practical work: 4h]  first term  French

TOUR-F516  Gouvernance et gestion du tourisme et des attractions en Belgique | Sébastien LECERF (Coordinator)
  5 credits [lecture: 24h, practical work: 12h]  second term  French

TOUR-F519  Analyse et gestion des aspects sociaux et culturels du tourisme | Anya DIEKMANN (Coordinator)
  5 credits [lecture: 24h, practical work: 24h]  first term  French

Module Multidisciplinaire

COMM-B415  Communication marketing : conception et évaluation | Louis WIART (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 24h]  second term  French

COMM-B420  Communication corporate | Philippe MASSART (Coordinator)
  5 credits [lecture: 24h, tutorial classes: 24h]  first term  French

GECU-Y400  Promotion et commercialisation de projets culturels | Janet MATHONET (Coordinator)
  5 credits [lecture: 24h]  second term  French

GECU-Y400  Promotion et commercialisation de projets culturels | Janet MATHONET (Coordinator)
  5 credits [lecture: 24h]  second term  French

GEST-D447  Principes généraux d'organisation et de gestion | Philippe SCIEUR (Coordinator)
  5 credits [lecture: 24h]  first term  French
SOCA-D106  Introduction à la démarche sociologique et initiation à la recherche documentaire  |  Pierre DESMAREZ (Coordinator)
  ○ 5 credits [lecture: 24h, tutorial classes: 24h]    first term  ○ French

SOCA-D4001  Culture, globalisation et inégalités  |  Laurie HANQUINET (Coordinator)
  ○ 5 credits [lecture: 24h]    first term  ○ French

SOCA-D401  Arts et stratification: approche sociologique de la production, médiation et consommation culturelle  |  Laurie HANQUINET (Coordinator)
  ○ 5 credits [lecture: 24h]    second term  ○ French

SOCA-D422  Sociologie de l’art  |  Daniel VANDER GUCHT (Coordinator)
  ○ 5 credits [lecture: 24h]    second term  ○ French