

# 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 **Éléments de comptabilité appliquée au champ culturel** | Max Bienfait (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
- GECU-D401 **Éléments 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
- GECU-D420 **Marketing des Arts et de la Culture** | Stéphanie TOUSSAINT (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
- GEST-B405 **Gestion des ressources humaines** | Jean VANDEWATTYNE (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second 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 : politique et administration** | Nathalie NYST (Coordinator) and Naima CHIKHI  
⌚ 5 credits [lecture: 24h, project: 30h] 📅 second term 🗨️ French
- GECU-D405 **Introduction à l'économie des arts et de la culture** | Anne-Sophie Radermecker (Coordinator) and Géraldine DAVID  
⌚ 5 credits [lecture: 24h] 📅 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-D416 **Travaux préparatoires au mémoire**  
⌚ 5 credits 📅 first term 🗨️ French

### Modules d'option

A total of ten credits chosen from the following

## Module Arts du spectacle

Le nombre d'inscription pour le cours 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-B420 (optional) **La scène belge: histoires, politiques, institutions** | Clément DESSY (Coordinator) and Karel VANHAESEBROUCK  
 5 credits [lecture: 24h] 📅 second term 🗨️ French
- ARTC-B460 (optional) **Histoire et esthétique de la danse** | Karel VANHAESEBROUCK (Coordinator) and Elodie VERLINDEN  
 5 credits [lecture: 24h, seminars: 12h] 📅 first and second terms 🗨️ French
- ARTC-B550 (optional) **Circuits économiques et problèmes juridiques des arts du spectacle** | Alexandre PINTIAUX (Coordinator) and Sébastien Andres  
 5 credits [lecture: 36h, seminars: 12h] 📅 first and second terms 🗨️ French
- MUSI-B100 (optional) **Histoire de la musique du XVIIIè au XXè** | Marie-Alexis COLIN (Coordinator) and Héléne Sechehaye  
 5 credits [lecture: 24h] 📅 first term 🗨️ French
- MUSI-B425 (optional) **Méthodologie de la culture et de la musique populaires** | Christophe DEN TANDT (Coordinator)  
 5 credits [lecture: 24h] 📅 second term 🗨️ French

## Module livres et bibliothèques

- STIC-B415 (optional) **Architecture des systèmes d'information** | Sébastien DE VALERIOLA (Coordinator)  
 5 credits [lecture: 24h, tutorial classes: 12h] 📅 first term 🗨️ French
- STIC-B420 (optional) **Gestion des bibliothèques** | Christian BROUWER (Coordinator)  
 5 credits [lecture: 24h, tutorial classes: 12h] 📅 first term 🗨️ French
- STIC-B520 (optional) **Edition numérique** | Zeger KARSSSEN (Coordinator)  
 5 credits [lecture: 24h] 📅 second term 🗨️ French
- STIC-B530 (optional) **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 (optional) **Histoire et pratiques de l'exposition** | Denis LAOUREUX (Coordinator)  
 5 credits [lecture: 24h, field trips: 12h] 📅 first term 🗨️ French
- HAAR-B4040 (optional) **Questions d'histoire de l'art moderne et contemporain** | Michel DRAGUET (Coordinator)  
 5 credits [lecture: 24h] 📅 second term 🗨️ French
- HAAR-B5050 (optional) **Questions d'histoire de la photographie** | Danielle LEENAERTS (Coordinator)  
 5 credits [lecture: 12h, tutorial classes: 12h] 📅 second term 🗨️ French
- HAAR-B5090 (optional) **Gestion des collections et conservation préventive** | Claire LEBLANC (Coordinator) and Laura DEBRY  
 5 credits [practical work: 36h] 📅 first and second terms 🗨️ French
- HAAR-D403 (optional) **Histoire culturelle du marché de l'art contemporain** | Denis LAOUREUX (Coordinator)  
 5 credits [lecture: 24h] 📅 first term 🗨️ French

## Module Patrimoine touristique

- TOUR-F401 (optional) **Principes et pratiques de médiation touristique** | Laurence GILLOT (Coordinator)  
 5 credits [lecture: 24h, practical work: 24h, project: 6h] 📅 second term 🗨️ French
- TOUR-F419 (optional) **Social and Cultural tourism issues** | Anya DIEKMANN (Coordinator)  
 5 credits [lecture: 24h, practical work: 12h, project: 42h] 📅 first term 🗨️ English
- TOUR-F422 (optional) **Marketing du tourisme** | Miguel COTTON (Coordinator)  
 5 credits [lecture: 24h, tutorial classes: 12h, practical work: 4h, project: 30h] 📅 first term 🗨️ French
- TOUR-F516 (optional) **Gouvernance et gestion des territoires touristiques** | Sébastien LECERF (Coordinator)  
 5 credits [lecture: 18h, practical work: 6h, field trips: 36h, project: 42h] 📅 first and second terms 🗨️ French
- TOUR-F519 (optional) **Analyse et gestion des aspects sociaux et culturels du tourisme** | Anya DIEKMANN (Coordinator)  
 5 credits [lecture: 24h, practical work: 24h, project: 42h] 📅 first term 🗨️ French



## Module multidisciplinaire

- COMM-B415  
(optional) **Communication marketing : conception et évaluation** | Louis WIART (Coordinator)  
🕒 5 credits [lecture: 24h] 📅 second term 🗨️ French
- COMM-B420  
(optional) **Communication corporate** | FRANCOISE LEDUNE (Coordinator)  
🕒 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- GECU-Y400  
(optional) **Promotion et commercialisation de projets culturels** | Béatrice Best (Coordinator)  
🕒 5 credits [lecture: 24h] 📅 second term 🗨️ French
- GEST-D447  
(optional) **Principes généraux d'organisation et de gestion** | Philippe SCIEUR (Coordinator)  
🕒 5 credits [lecture: 24h] 📅 first term 🗨️ French
- SOCA-D106  
(optional) **Introduction à la démarche sociologique et initiation à la recherche documentaire** | Carla MASCIA (Coordinator) and Aurélie Aromatario  
🕒 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨️ French
- SOCA-D4001  
(optional) **Culture, globalisation et inégalités** | Laurie HANQUINET (Coordinator)  
🕒 5 credits [lecture: 24h] 📅 first term 🗨️ French
- SOCA-D401  
(optional) **Arts et stratification: approche sociologique de la production, médiation et consommation culturelle** | Laurie HANQUINET (Coordinator)  
🕒 5 credits [lecture: 24h] 📅 second term 🗨️ French

# Master in Management of Cultural Sector

## Focus Professional

### Bloc 2 | M-PGECUS | MA-PGECU

## Tronc commun

### Pôle 1 : Territoires

- GECU-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
- GECU-D501 **Actualité et questions approfondies relatives aux institutions culturelles** | Nathalie NYST (Coordinator) and Naima CHIKHI  
 ⌚ 5 credits [seminars: 24h] 📅 second term 🗨️ French
- GECU-D502 **Actualité et questions approfondies relatives à l'économie des arts et de la culture** | Anne-Sophie Radermecker (Coordinator) and Géraldine DAVID  
 ⌚ 5 credits [lecture: 12h, tutorial classes: 12h] 📅 second term 🗨️ French

### Pôle 2 : Application

- GEST-B515 **Projet de gestion culturelle : application et recherche** | Olivier VAN HEE (Coordinator)  
 ⌚ 10 credits [tutorial classes: 12h, project: 36h] 📅 second term 🗨️ French
- STAG-B530 **Stage dirigé** | Olivier VAN HEE (Coordinator)  
 ⌚ 10 credits [work placement: 24h] 📅 first term 🗨️ French

### Pôle 4 : Recherche

- MEMO-D564 **Mémoire**  
 ⌚ 20 credits 📅 academic year 🗨️ French

## Modules d'option

*A total of five credits chosen from the following*

### Module Arts du spectacle

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- ARTC-B420 (optional) **La scène belge: histoires, politiques, institutions** | Clément DESSY (Coordinator) and Karel VANHAESEBROUCK  
 ⌚ 5 credits [lecture: 24h] 📅 second term 🗨️ French
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 ⌚ 5 credits [lecture: 24h] 📅 first term 🗨️ French
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- COMM-B420 (optional) **Communication corporate** | FRANCOISE LEDUNE (Coordinator)  
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- GECU-Y400 (optional) **Promotion et commercialisation de projets culturels** | Béatrice Best (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 second term 🗨 French
- GEST-D447 (optional) **Principes généraux d'organisation et de gestion** | Philippe SCIEUR (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨 French
- SOCA-D106 (optional) **Introduction à la démarche sociologique et initiation à la recherche documentaire** | Carla MASCIA (Coordinator) and Aurélie Aromatario  
⌚ 5 credits [lecture: 24h, tutorial classes: 24h] 📅 first term 🗨 French
- SOCA-D4001 (optional) **Culture, globalisation et inégalités** | Laurie HANQUINET (Coordinator)  
⌚ 5 credits [lecture: 24h] 📅 first term 🗨 French



SOCA-D401  
(optional)

Arts et stratification: approche sociologique de la production, médiation et consommation culturelle | Laurie HANQUINET  
(Coordinator)

🕒 5 credits [lecture: 24h] 📅 second term 🗨️ French

