



AAMD

Académie d'Art
de Musique et de Danse Paris

BBA in Paris

Académie D' Art de Musique et
de Danse Paris
Admission Brochure

The Bachelor of Arts in Arts Business Management is specifically designed for aspiring students becoming professionals aiming to excel in the arts and cultural industries. This program combines the essential skills of arts and business to prepare students for careers in international arts management, cultural industry operations, and arts market strategic business marketing.

We look forward to welcoming you to this innovative and opportunity-rich international program in Arts Business Management.



AAMD

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COLLEGE DE PARIS



Program Structure

Program Duration: 3 years (Undergraduate Degree)
Weekly Study Hours: 12 hours In person classes 5-6 days a week
Intake Dates: September and February annually
Core Course 3 Semester Blocks each year.

Year 1 Semester 1 & 2: 3 courses

Course choices:

Minimum Six 3 level courses in the Arts (Fine arts, Music, Dance, Design)

Course: Arts 3 – Fine Arts Practical, Music 3 – Musicianship, Dance 3 – Dance Choreography, Design 3 – Design

Music Theory & Harmony 3, 3

Piano foundation 3, 3 (for non-piano background artist)

Ballet 3, 3

Instrumental or vocal study 3, 3 (depending on interest and major)

Ensemble 3, 3

Musical History 3, 3

Mandatory Courses:

Liberal Arts 3 – College writing

Liberal Arts 3 – Foundations of knowledge

Business Administration 3 in the Arts 3

Essentials of Entrepreneurship 3 in the Arts 3

Year 1 Semester 3 & 4: 3 courses

Minimum Four 3 level courses in the Arts

(Fine arts, Music, Dance, Design) and Four business in the arts course (3 mandatory 3 electives), Two liberal Arts electives

Course choices:

Course: Arts 3 – Fine Arts Practical, Music 3 – Musicianship,

Dance 3 – Dance Choreography,

Design 3 – Design

Music Theory & Harmony 3, 3

Piano foundation 3, 3 (for non-piano background artist)

Ballet 3, 3

Modern Dance 3, 3

Instrumental or vocal study 3, 3 (depending on interest and major)

Ensemble 3, 3

Musical History 3, 3

(Last chance to switch to full Arts degree BFA instead of BBA degree, before completing 3 credit courses)

Mandatory:

Business marketing in the Arts 3

Digital Strategy for artist 3

Electives: Business Communication in the Arts 3

Entrepreneurship 3

Commercial Negotiation & Strategy 3

Business Writing 3

Applied management tools: CRM & Commercial Database 3

Customer satisfactory and loyalty strategy 3

International Business 3

Business Development 3

Business Ethics 3

Project management 3

Business Communication 3

Year 2 Semester 1 & 2: 3 courses

Minimum Two 3 or 3 level courses in the Arts

(Fine arts, Music, Dance, Design) or liberal arts courses

and 3 business courses

Piano foundation 3, 3 (for non-piano background artist)

French Ballet 3, 3

Modern Dance 3, 3

Instrumental or vocal study 3, 3

(depending on interest and major)

Ensemble 3, 3

Liberal Arts writing 3

Liberal Arts Project Electives 3

Mandatory:

Business Strategy in the arts 3

Marketing Research in the Arts for artist and managers 3

Electives: pick 3

Sustainable Strategy for artists 3

Community engagement and strategy 3

Professional Business Plan report writing 3

International Exhibition and Performance Planning 3

Cultural Branding and Communication 3

Global Cultural Policies and Regulations in the Arts 3

Project Financing and Operational Management 3

Innovation Management and Arts Entrepreneurship 3

International Arts Market Marketing Strategies 3

Arts Leadership and Business Practices 3

International Experience

College de Paris AAMD, Academie D' Art de Musique et de Danse Paris offers a high-standard international education experience, enabling students to:

- Interact with global art masters and industry executives.
- Participate in international internships and cultural exchange programs to build professional networks.
- Access visa support and on-campus career services to enhance professional development.

Admission Requirements

Required Documents:

- High school diploma (or equivalent certification) copy
- Valid passport and visa copy
- One passport-sized photo
- English or French language proficiency test scores
- Application Fee

Interview

Candidates will attend an interview to express their study goals and career aspirations.

Tuition fees

BBA €8800 per year plus annual registration fee €290.

Changing during year 1 to other arts degree rather than continuing in arts business administration is possible. Annual tuition might slightly adjusted based on arts speciality, such as dance, music, arts, media, luxury goods design etc.

Contact Us

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