



# AAMD

Académie d'Art  
de Musique et de Danse Paris

## MBA in Paris

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

Academie D' Art de Musique et de Danse Paris proudly invites global scholars and professionals to join the Master of Business Administration (MBA) in Arts Management program. This program uniquely focuses on the fields of arts, design, culture, music, and dance performance management, blending advanced business education with the specific challenges and opportunities of the arts sector. Students will bridge academic theory and industry application, developing innovative solutions while exploring the forefront of research in arts management.

*The MBA in Arts Management at the Count of Paris Academy of Arts, Music, and Dance provides a comprehensive, innovative, and future-oriented platform to help students thrive in the rapidly evolving arts and cultural industries*



# AAMD

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# COLLEGE DE PARIS



### Program Objectives

This program aims to provide comprehensive knowledge and skills in arts management, enabling students to:

- ◆. Become leaders, leading innovators, and researchers in the arts and cultural industries.
- ◆. Master strategic planning, operational management, and research capabilities to address challenges in a globalized arts management context.
- ◆. Develop creative and sustainable solutions for managing arts institutions and cultural industries.

### Program Structure

**Phase ◆: Core Courses (◆-◆ months)**

- ◆. Theory and Practice in Arts Management
  - Explore operational management, marketing, and curatorial planning in arts institutions.
- ◆. Arts Institution Management
  - Cover organizational structure, human resources, and financial management to build comprehensive management expertise.

**Phase ◆: Elective Courses (◆-◆ months)**

Students tailor their learning path by selecting four courses from the following options:

- ◆. Marketing in Arts Management
  - Analyze market demands, trends, and strategies for pricing, promoting, and selling art.
- ◆. Art curation and exhibition management
  - Master principles and skills for planning and designing exhibitions.
- ◆. Strategic Management in the Arts Industry
  - Focus on strategic thinking and leadership for arts, music, dance, and design industries.
- ◆. Cultural Policies, laws & regulations in the Arts
  - Study relevant policies and laws governing the cultural industries.
- ◆. Project Management in Arts
  - Learn the planning, implementation, and risk management of arts projects.
- ◆. Performing Arts Management
  - Deepen understanding and skills in planning and executing live performances.
- ◆. Internship Project
  - The college may arrange students to conduct art management internship projects

- ◆. “ Human and Artificial Intelligence (AI) Resource Management in Arts Organizations”
  - Explore human resources and the application of AI technologies in arts organizations.

**Phase ◆: Capstone Project Proposal Writing (◆◆-◆◆ months)**

- ◆. Case Studies in Arts Management
  - Analyze real-world scenarios to understand arts management’ s practical applications.
- ◆. Capstone Project Proposal
  - Develop a ◆,◆◆◆-word proposal outlining research quest methodology, and innovative solutions.

Proposal Types:

- Academic Research Paper: Address challenges like audience engagement or nonprofit sustainability.
- Business Plan: Create a blueprint for launching or expanding arts organizations or cultural projects.

Note: The capstone project can be conducted concurrently with elective courses (after foundations courses, from month ◆) for accelerated completion within ◆◆ months. Academic approval required.

**Phase ◆: Capstone Project Research and Writing (◆◆-◆◆ months, maximum ◆◆ months)**

- Research Paper (◆◆,◆◆◆ words)
  - Address topics like audience engagement or strategic planning for arts organizations.

Includes:

Literature Review

- Summarize existing research, identify gaps, and propose contributions to the field.
- Research Methods

- Employ qualitative and quantitative methodologies to conduct empirical studies.
- OR
- Business Plan (◆◆,◆◆◆-◆◆,◆◆◆ words)
    - Integrate arts vision and business strategies to create comprehensive plans.

### Admissions Requirements

- ◆. Academic Background
  - A bachelor’ s degree or higher, preferably in arts, management, humanities or social sciences.
- ◆. Language Proficiency
  - Intermediate to advanced proficiency in English or French (TOEFL/IELTS/DELF preferred).
- ◆. Application Materials:
  - Bachelor’ s degree and transcripts.
  - CV (in English or French).
  - Personal statement detailing motivations and career goals.
  - Two letters of recommendation.
  - Passport copy.
  - Application fee.

### Application Process

- ◆. Online Application
  - Submit the application form and required documents on the academy’ s official website.
- ◆. Eligibility Review
  - The admissions committee will review academic qualifications.
- ◆. Interview
  - Conduct an interview to evaluate the candidate’ s background and motivations.
- ◆. Acceptance Notification
  - Successful candidates will receive official acceptance letters.

### Tuition Fees

Registration application fee €290  
First year €11,000 (6 courses) annual  
Or

Each module payment plan €2000 each, 6 first year core and elective module  
Second year Capstone project  
€12,000 annual or 2 separate half year payment

Monthly payment available for €2200, 6 payments

Payment must be completed before project submission completion.

### Contact Us

Address:

CNIT La Defense Entrance 3 Paris  
France

businessAddress email

AAMDParisAcademia@gmail.com

Website:

www.musicdancetravel.com

