

Niveau :	<b>MASTER</b>					<b>M2</b>  <b>ECTS 60</b>
Domaine :	<b>SCIENCES HUMAINES ET SOCIALES</b>					
Mention :	<b>CULTURE ET COMMUNICATION</b>					
Parcours :	<b>Projects in International and European Cultural Engineering</b>					
Volume horaire étudiant :	193 h	206 h	48h		420 h	<b>447 h</b>
	cours magistraux	travaux dirigés	travaux pratiques	cours intégrés	stage obligatoire	total
Formation dispensée en :	<input checked="" type="checkbox"/> français		<input checked="" type="checkbox"/> anglais			

**Contact Details:**

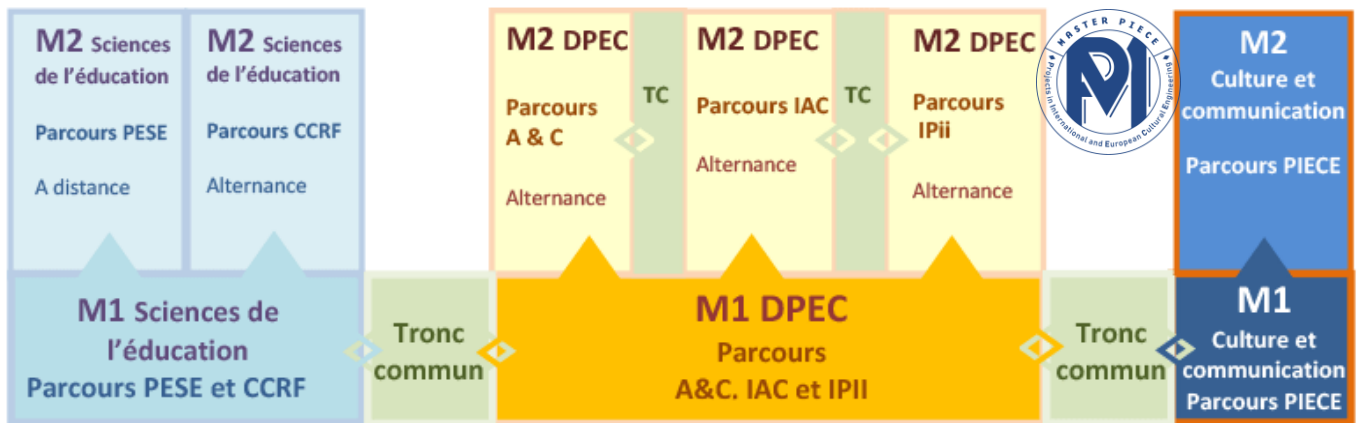
Course Leader	Administration
Véronique PARISOT Associate Professor <a href="mailto:veronique.parisot@u-bourgogne.fr">veronique.parisot@u-bourgogne.fr</a> ☎ 03.80.58.98.67	Jean-Philippe THONY Office <a href="mailto:jean-philippe.thony@u-bourgogne.fr">jean-philippe.thony@u-bourgogne.fr</a> ☎ 03.80.58.98.34
Faculty: <b>Institut National Supérieur du Professorat et de l'Éducation (INSPÉ) de Bourgogne</b> <i>Denis Diderot Institute</i>	

**Course Objectives and Career Prospects:**

## ■ Objectives:

The MA course in Projects in International and European Cultural Engineering is an English-taught MA course at the INSPÉ Bourgogne of the University of Burgundy, Dijon, France. The PIECE "Projects in International and European Cultural Engineering" Master's degree is a two-year course designed to train foreign and French students and professionals in new cultural management by developing international partnerships and projects in the domain of culture, such as Creative Europe. A mixed team of professionals and researchers will manage, through a collaborative approach, both the transmission of skills and supervision of projects: acquiring a bedrock of core knowledge (project and culture management, cultural policies, interculturality and communication), disciplinary openness toward areas closely related to culture (sociology of culture, philosophy of culture, art history, musicology), and orientation toward scientific innovation (neurosciences, technological and social innovation, network issues).

Reverse pedagogy is at the very heart of the curriculum, which is taught through a combination of lectures, seminars, on-site visits, and analytical discussions but above all by developing real projects proposed by practitioners. The feasibility and intercultural benefit of these projects are assessed through different immersive experiences abroad, be they academic or professional, with project development being monitored through webinars. Finally, the best projects will be presented to members of the European Commission in Brussels.



### ■ Career Opportunities:

Graduates can expect to pursue the following careers: Mission head or project supervisor for a large number of institutions specialised in managing national, international or European cultural projects, cultural government agencies, government overseas agencies, competitiveness centres, CNRS, cultural services abroad, international public bodies (UNESCO, etc.), lobbying companies, associations or NGOs involved in community development aid and cooperation cultural policy.

### ■ Skills and knowledge acquired during the course:

The PIECE Master provides graduates with all the knowledge and skills necessary to help cultural industries in the development of new business models:

- Regarding culture as an evolutionary phenomenon that unites cultural industries, entertainment, museums, immaterial and material heritage and tourism as factors essential to the economic development of a given territory;
- Apprehending the interactions between the public and private sectors in response to current rapid economic and social changes in the cultural sphere;
- Understanding how cultural organisations function professionally within a wider economic, social and legal environment (human resources, international marketing, geopolitics, collective intelligence, etc.);
- Preserving and promoting territory as a marker of identity and at the same time as a gateway to other cultures;
- Administering the question of cultural diversity in any cultural programme in France or abroad;
- Addressing key societal and economic challenges in the domain of culture especially by promoting active citizenship, common values, well-being, and innovation.

### ■ Skills and knowledge acquired during the second year of study

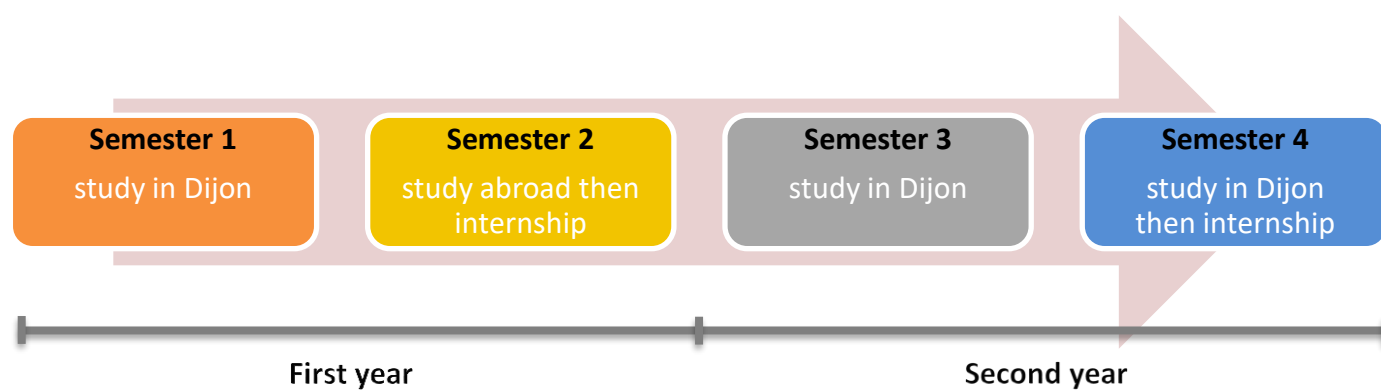
- Legal, administrative, political and economic knowledge of the cultural sphere,
- Interculturality through a period of study and internship abroad,
- Management of culture using skills acquired in sociology, law, economics and accountancy,
- Proficiency with budget tools, contracting with funding partners and management auditing of administrative projects,
- Advanced aspects of culture and communication: intercultural mediation, cultural awareness, critical approaches to cultures,
- Development of new technologies and knowledge of new social, political and cultural issues ,
- French culture and language,
- Professional experience through a compulsory internship.

**Applicants:**

Only students having successfully completed the first year of PIECE can apply for the M2 Master's Degree.

**Organisation and Programme Description:**

During the first semester in Dijon, students will acquire theoretical knowledge and learn project methodology. This will enable them to set up one or more European/International pilot projects on culture. In the second semester, they will spend time in a partner university and a cultural organisation abroad. After benchmarking, at the beginning of the third semester in Dijon, the best projects will be selected and further developed and evaluated in terms of theory and practice. They will then be presented to members of the European Commission in Brussels. The final semester ends with an internship in France for foreigners and abroad for French students.



The language of instruction is English (except for the 'Culture from a French Perspective' UE5) and students follow intermediate to advanced French language and culture classes as part of the course.

**Detailed teaching programme:**
**SEMESTER 1**

UE 01	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle <sup>(1)</sup>	Coeff
Module 01	Subject	Lecture	Class	Activity	Total	ECTS	Evaluation <sup>(1)</sup>	Coeff
International Project Methodology & Management	European and International Institutions & Policies	9			9	1	CC/CT	1
	European & International Cooperation Programmes		20		20	3	CC/CT	1
	Project Management and Communication	6	6		12	1	CC/CT	1
	Project Management Auditing			15	15	1	CC/CT	1
	Cultural Entrepreneurship	6	3		9	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 01</b>		<b>30</b>	<b>29</b>	<b>15</b>	<b>74</b>	<b>9</b>		<b>5</b>

<sup>(1)</sup> CC: contrôle continu = continuous assessment  
CT: contrôle terminal = final exam

UE 02	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Innovative Project Conception	Methods, Research and Innovation in Culture	6	9		15	1	CC/CT	1
	Cooperation Programmes: State and Municipal Entity Benchmarking		9		9	1	CC/CT	1
	Developing New Audiences (Mediation/Experiential Marketing/Infusion)	9			9	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 02</b>		<b>24</b>	<b>18</b>	<b>0</b>	<b>42</b>	<b>5</b>		<b>3</b>

UE 03	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Communication, Flow and Globalisation	International Cultural Networks Knowledge and the Operative Mode of Cultural Agents		18		18	1	CC/CT	1
	Intercultural Communication	6	3		9	1	CC/CT	1
	Culture and Mobility	6	6		12	1	CC/CT	1
	Translation Issues	6			6	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 03</b>		<b>27</b>	<b>27</b>	<b>0</b>	<b>54</b>	<b>6</b>		<b>4</b>

UE 04	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Commons and Common Goods	Public Goods/Private Goods: Value and Ownership	6			6	1	CC/CT	1
	Collective Intelligence/Collective Tools and Working Methods		18		18	1	CC/CT	1
	Funding Methods		6		6	1	CC/CT	1
	Seminars	9			9	2		
	Group study			9	9			
<b>TOTAL UE 04</b>		<b>15</b>	<b>24</b>	<b>9</b>	<b>48</b>	<b>5</b>		<b>3</b>

UE 05	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Culture from a French perspective	Francophonie & France abroad	6	3		9	1	CC/CT	1
	Local Authorities Current Policies		10		10	1	CC/CT	1
	French Popular Education*	12			12	1	CC/CT	1
	French Cultural Policy*	12	6		18	1	CC/CT	1
	French Culture and Language LV1		20		20	1	CC/CT	1
<b>TOTAL UE 05</b>		<b>30</b>	<b>39</b>	<b>0</b>	<b>69</b>	<b>5</b>		<b>5</b>
	<b>TOTAL S1</b>	<b>126</b>	<b>137</b>	<b>24</b>	<b>287</b>	<b>30</b>		<b>20</b>

\*: Shared with M1 Direction de Projets ou Etablissements Culturels

### SEMESTER 3

UE 01	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
International Project Methodology & Management	European Policies (Practice)	6			6	1	CC/CT	1
	European & International Cooperation Programmes		10		10	1	CC/CT	1
	Project Monitoring			15	15	1	CC/CT	1
	Workshop in Brussels		9		9	3	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 01</b>		<b>15</b>	<b>19</b>	<b>15</b>	<b>49</b>	<b>8</b>		<b>4</b>

UE 02	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Innovative and Research Seminars	Art, culture and freedom of speech**	6			6	1	CC/CT	1
	New Media and Means of Communication	3	3		6	1	CC/CT	1
	Culture, Tourism and Sustainable Development	3	3		6	1	CC/CT	1
	Current Issues in Cultural Heritage/Urbanism and Art in Public Spaces	3	3		6	1	CC/CT	1
	Current Issues in Performing Arts: Festivals and Cultural Events	3	3		6	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 02</b>		<b>27</b>	<b>12</b>	<b>0</b>	<b>39</b>	<b>7</b>		<b>5</b>

\*\* : Shared with M2 Direction de Projets Interculturels et Internationaux

UE 03	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Management of Culture	Culture Marketing and Communication	3	3		6	1	CC/CT	1
	Cultural entrepreneurship 2	3	3		6	1	CC/CT	1
	Cost Analysis and Budgeting/Organising an Accounting System		12		12		CC/CT	1
	Copyright and Droit d'auteur	3	3		6	1	CC/CT	1
	Comparative Labour Legislation and Performing Arts Contracts**	6			6	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 03</b>		<b>24</b>	<b>21</b>	<b>0</b>	<b>45</b>	<b>6</b>		<b>5</b>

\*\* : Shared with M2 Direction de Projets Interculturels et Internationaux

UE 04	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Interculturality and Culture	Culture, Interculturality and Territory**	10			10	1	CC/CT	1
	Culture and Development**	10			10	1	CC/CT	1
	Culture and Globalisation**	10			10	1	CC/CT	1
	Group study			9	9		CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 04</b>		<b>39</b>	<b>0</b>	<b>9</b>	<b>48</b>	<b>5</b>		<b>4</b>

\*\* : Shared with M2 Direction de Projets Interculturels et Internationaux

UE 05	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Culture from a French perspective	Diversité et démocratie**	10			10	1	CC/CT	1
	L'interculturel: entre universalité et diversité**	10			10	1	CC/CT	1
	Production/Programmation/Diffusion**		30		30	1	CC/CT	1
	French Culture and Language LV1		20		20	1	CC/CT	1
<b>TOTAL UE 05</b>		<b>20</b>	<b>50</b>	<b>0</b>	<b>70</b>	<b>4</b>		<b>4</b>
<b>TOTAL S3</b>		<b>125</b>	<b>102</b>	<b>24</b>	<b>251</b>	<b>30</b>		<b>22</b>

\*\* : Shared with M2 Direction de Projets Interculturels et Internationaux

## SEMESTER 4

UE 06	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
International Project Methodology & Management	European Project Creative Writing		9		9	3	CC/CT	1
	European & International Cooperation Programmes		10		10	1	CC/CT	1
	Evaluation Tools/Reading Grid		6		6	1	CC/CT	1
	Project Monitoring			15	15		CC/CT	1
	Group Study			9	9			
	Seminars	9			9	2		
<b>TOTAL UE 06</b>		<b>9</b>	<b>25</b>	<b>24</b>	<b>58</b>	<b>7</b>		<b>4</b>

UE 07	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Interculturality Advanced	Cultural Cooperation and Diplomacy/Transborder Projects	16			16	1	CC/CT	1
	Creation and Cultural Identity	25	5		30	1	CC/CT	1
	Common Seminars with ICM***		12		12	1	CC/CT	1
	Cultural Difference Seminars with ICM***		12		12	1	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 07</b>		<b>50</b>	<b>29</b>	<b>0</b>	<b>79</b>	<b>6</b>		<b>4</b>

\*\*\* : Shared with M2 Intercultural Management

UE 08	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Media and Communication	Cinema and Audiovisual Sector		9		9	1	CC/CT	1
	Media Strategies		9		9	3	CC/CT	1
	Seminars	9			9	2		
<b>TOTAL UE 08</b>		<b>9</b>	<b>18</b>	<b>0</b>	<b>27</b>	<b>6</b>		<b>2</b>

UE 09	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Culture from a French perspective	Culture and French Language LV1		20		20	1	CC/CT	1
	Marketing France as a Cultural Product		12		12	1	CC/CT	1
<b>TOTAL UE 09</b>		<b>0</b>	<b>32</b>	<b>0</b>	<b>32</b>	<b>2</b>		<b>2</b>

UE 10	Discipline	CM	TD	TP	Total H/E	ECTS	Contrôle	Coeff
Internship	Internship						Validation	
<b>TOTAL UE 10</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>		
<b>TOTAL S4</b>		<b>68</b>	<b>104</b>	<b>24</b>	<b>196</b>	<b>30</b>		<b>12</b>

<b>TOTAL M2</b>	<b>193</b>	<b>206</b>	<b>48</b>	<b>447</b>				<b>36</b>
<b>TOTAL M2 + M1</b>	<b>319</b>	<b>343</b>	<b>72</b>	<b>734</b>				<b>56</b>

- **Evaluation:**

The rules concerning Masters degrees are available online:

<http://www.u-bourgogne.fr/images/stories/odf/ODF-referentiel-etudes-lmd.pdf> (French version only)

- **Examinations:**

Semester 3 and 4 exams will be organised in December and March according to the annual course calendar. Re-sit exams will be organised where necessary in early September. Repeating the second year of study is subject to examination committee approval.

- **Rules concerning validation and capitalisation of ECTS credits:**

General Principles:

**COMPENSATION:** Compensation between modules (*UEs*) is calculated per semester. The result for the semester is calculated on the basis of the mark for each module, with coefficients applied. The semester is validated if this result is equal to or greater than 10 out of 20.

**CAPITALISATION:** Each module (*UE*) is worth a number of European Credits (ECTS). A module is validated and can be capitalised, meaning that the credits are awarded definitively, if the average mark obtained by the student in all the subjects in the module, calculated taking into account the coefficients indicated, is equal to or greater than 10 out of 20. Each module which has been validated allows the students to obtain the corresponding ECTS credits. If a value in ECTS credits is indicated for the subjects making up a module which has not been validated in its entirety, these credits can also be capitalised if the mark for the subject is equal to or greater than 10 out of 20.