



# Parcours Projects in international and european cultural engineering

Master Culture et communication



**Composante**  
Institut National  
Supérieur du  
Professorat et  
de l'Éducation



**Langue(s)  
d'enseignement**  
Anglais,  
Français

## Présentation

The PIECE Masters' degree in International and European Cultural Engineering is designed to train foreign and French students and professionals in new forms of cultural management by developing partnerships and international projects of the Creative Europe type. A mixed team of researchers and professionals work together passing on skills and supervising projects. The fundamental knowledge base — project management, business management, law, cultural policies and interculturality — is supplemented by seminars on the sociology and philosophy of culture, art history, and musicology, with a focus on cultural innovation (neurosciences, technological and social innovation, AI issues).

Reverse pedagogy is at the heart of the curriculum: a combination of lectures, seminars, field visits and analytical discussions, built around the development of real projects proposed by practitioners. The feasibility and intercultural relevance of these projects are tested through various academic and professional immersive experiences abroad, and through the development of actual projects in the Bourgogne-Franche-Comté (France). The best projects are presented annually to European Union culture officials in Brussels.

**Capacité d'accueil globale** : 14 étudiants

## Compétences acquises

Acquired Skills and Knowledge

The PIECE Master passes on to graduates a comprehensive set of skills and knowledge essential for fostering the growth of cultural structures through the development of innovative cultural actions.

- **Holistic View of Culture**

Embracing culture as an evolving phenomenon that integrates cultural industries, entertainment, museums, tangible and intangible heritage, and tourism as indispensable elements for the economic and social advancement of a given territory.

- **Adapting to Rapid Changes**

Understanding the intricate interactions between the public and private sectors in response to the swift economic and social transformations within the cultural sphere.

- **Professional Functioning of Cultural Organizations**

Gaining insights into the professional operations of cultural organizations within a broader economic, social, and legal context, including human resources, international marketing, geopolitics, and collective intelligence.

- **Territorial Identity and Cross-Cultural Engagement**

Preserving and promoting the territory as a symbol of identity while concurrently serving as a gateway to other cultures.



- **Cultural Diversity Management**

Managing the question of cultural diversity in any art and culture program, both in France and abroad.

- **Addressing Societal and Economic Challenges**

Tackling significant societal and economic challenges within the domain of arts and culture, with a focus on promoting active citizenship, common values, well-being, and fostering innovation.

## Organisation

---

### Contrôle des connaissances

Chaque certificateur accrédité met en œuvre les modalités qu'il juge adaptées : rendu de travaux, mise en situation, évaluation de projet, etc. Ces modalités d'évaluation peuvent être adaptées en fonction du chemin d'accès à la certification : formation initiale, VAE, formation continue.

## Admission

---

### Conditions d'accès

- ECandidat pour les étudiants nationaux ou pour les étudiants étrangers titulaires d'un diplôme national
- Campus France pour les étudiants hors Europe

### Modalités de candidatures

- Dossier : CV, lettre de motivation, copie d'une pièce d'identité officielle et copies des derniers diplômes et bulletins de notes (au moins le baccalauréat, autres diplômes et bulletins après le baccalauréat, le cas échéant)
- Entretien

### Droits de scolarité

---

Frais de formation spécifiques (autorisés dans le cadre du circulaire ministériel sur les masters internationaux du 2 mars 2015)

## Et après

---

### Poursuite d'études

Il n'y a pas de poursuite d'études systématique.

---

### Débouchés professionnels

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.
- Cultural services abroad
- International public bodies (UNESCO, etc.), lobbying companies, associations or NGOs involved in community development aid and cooperation cultural policy.

## Infos pratiques

---

### Contacts

Responsable de formation

Véronique PARISOT

✉ Veronique.Parisot@u-bourgogne.fr

---

### Contact scolarité

✉ secretariat.diderot@u-bourgogne.fr



Numéro de téléphone : 03 80 58 98 74



# Programme

---

## Organisation

What makes PIECE unique ?

- **A Project development**

The development of projects over the two years, supervised by professionals from the cultural sector, best one being presented at the end of the second year to European Union culture officials in Brussels.

- **A compulsory professional experience**

An internship of 3 to 6 months, which may take place in France or abroad, is compulsory at the end of M1 and M2.

As the M2 courses are taught on a sandwich basis, our students can take advantage of a 15-day sandwich programme to sign special apprenticeship or professionalisation contracts that run throughout the academic year.

- **Field study trips**

M1 students begin their course with a week of on-site visits to cultural organisations in Bourgogne-Franche-Comté. M2 students complete their studies with a field trip to a city in France or abroad reputed for its cultural dynamism.

- **An academic immersion abroad**

Students spend the second semester of the first year of the PIECE master's programme abroad at one of our partner universities:

- University of San Andrés (Argentina)
- University of Liège (Belgium)
- University of Pelotas (Brazil)
- International University of Catalonia, Barcelona (Spain)
- University of Valence (Spain)
- Ca' Foscari University, Venice (Italy)
- University of Roma III, Rome (Italy)
- University of Palerme (Italy)
- Ehime University (Japan)
- Hiroshima University (Japan)
- Tokyo Meiji Gakuin University (Japan)
- University of Riga (Latvia)
- University of Opole (Poland)
- University of Bucharest (Romania)
- Taiwan Normal University (Taiwan)-
- University of Mahidol Bangkok (Thailand)

- **A final thesis**

At the end of the second year, students must submit a 60-80 page dissertation, which they defend in front of 2 academics and a professional.

## Master 1



## SEMESTRE 1

	Nature	CMI	CM	TD	TP	TER	ECTS
UE 1 - Project Methodology and Management	UE						10 crédits
Managing an International Project	Matière		12h	8h			2 crédits
European Cooperation International Programmes	Matière			20h			4 crédits
Project Management Auditing	Matière			15h			4 crédits
Professionnal Outlook	Matière			15h			
UE 2 - Fondamentals for Projects Development	UE						6 crédits
Innovations and Culture History	Matière		15h				2 crédits
Copyright/droit d'auteur	Matière		15h				2 crédits
Spectator's Workshop	Matière		15h				2 crédits
Professionnal Outlook	Matière			15h			
UE 3 - Communication Flows and Globalisation	UE						5 crédits
Commons and Private Good	Matière		15h				2 crédits
Culture, Development and Globalisation	Matière		15h				2 crédits
Professionnal Outlook	Matière			15h			1 crédits
UE 4 - Culture from a French Perspective	UE						5 crédits
French Cultural Policies	Matière		15h				2 crédits
Francophony and France Abroad	Matière		15h				2 crédits
French Language and Culture	Matière			15h			1 crédits
Preparation of DELF or DALF	Matière			15h			
Professionnal Outlook	Matière			15h			
UE 5 - Open your Mind	UE						4 crédits
Management Behavior : Psychology and Sociology of Transition	Matière		15h				2 crédits
Ethical Governance for Global Company	Matière		18h				2 crédits
Philosophy of Sustainable Business	Matière		15h				2 crédits
Scientific Issues : Biodiversity and Climate Change	Matière		15h				2 crédits
Introduction to Intercultural Communication	Matière		20h				2 crédits
Migration Studies	Matière		20h				2 crédits
Business Game	Matière		25h				2 crédits
Human Ressources	Matière		20h				2 crédits
Guest Conferences	Matière		15h				2 crédits

## SEMESTRE 2

	Nature	CMI	CM	TD	TP	TER	ECTS
Semestre de mobilité : études dans une université partenaire	Module						26 crédits
Stages et suivi de projets internationaux : Internship	Stage			30h			4 crédits

## Master 2

## SEMESTRE 3



	Nature	CMI	CM	TD	TP	TER	ECTS
UE 1 - Project Methodology and Management	UE						7 crédits
European Institutions and Policies	Matière		15h				2 crédits
European Cooperation International Programmes	Matière			20h			2 crédits
Project Management Auditing	Matière			15h			2 crédits
Professionnal Outlook	Matière			15h			1 crédits
UE 2 - Management of Culture	UE						7 crédits
Cost Analysis and Budgeting an Accounting System	Matière		15h				2 crédits
Legal framework for live performances	Matière		15h				2 crédits
Cultural Marketing and Communication	Matière		15h				2 crédits
Professionnal Outlook	Matière			15h			1 crédits
UE 3 - Innovation and Research Seminars	UE						5 crédits
Current Issues in Performing Arts : Festivals and Cultural Events	Matière		15h				1 crédits
Current Issues in Heritage : Urbanism and Arts in Public Spaces	Matière		15h				1 crédits
Culture, Tourism and Sustainable Development	Matière		15h				2 crédits
Professionnal Outlook	Matière			15h			1 crédits
UE 4 - Culture from a French Perspective	UE						7 crédits
Cultural Cooperation and Diplomacy / Transborder Projects	Matière		15h				2 crédits
Marketing France as a Cultural Project	Matière		15h				2 crédits
French Language and Culture	Matière			15h			2 crédits
Preparation of DELF or DALF	Matière			15h			
Professionnal Outlook	Matière			15h			1 crédits
UE 5 - Open your Mind	UE						4 crédits
Ethical Governance for Global Company	Matière		18h				2 crédits
Philosophy of Sustainable Business	Matière		15h				2 crédits
Scientific Issues : Biodiversity and Climate Change	Matière		15h				2 crédits
Introduction to Intercultural Communication	Matière		20h				2 crédits
Migration Studies	Matière		20h				2 crédits
Business Game	Matière		25h				2 crédits
Human Ressources	Matière		20h				2 crédits
Guest Conferences	Matière		15h				2 crédits

## SEMESTRE 4

	Nature	CMI	CM	TD	TP	TER	ECTS
UE 6 - Project Methodology and Management	UE						5 crédits
European Cooperation International Programmes	Matière			20h			2 crédits
Project Management Auditing	Matière			15h			2 crédits
Professionnal Outlook	Matière			15h			1 crédits
UE 7 - New Medias and Means of Communication	UE						5 crédits
Image Analysis	Matière		15h				2 crédits
Cinema and Audiovisual Sector	Matière		15h				2 crédits
Professional outlook	Matière			15h			1 crédits



UE 8 - Communication and Globalisation	UE		4 crédits
Culture Interculturality and Territory	Matière	15h	2 crédits
Circulation, Trade and Protection of Cultural Proprety	Matière	15h	2 crédits
Professional outlook	Matière	15h	
UE 9 - Culture from a French perspective	UE		4 crédits
Culture, Freedom of Speech and Privacy	Matière	15h	2 crédits
Culture difference seminar	Matière	9h	2 crédits
UE 10 - Professionnalisation	UE		12 crédits
Internship	Stage	20h	4 crédits
Thesis	Matière	20h	8 crédits