



ARTS, LETTRES, LANGUES (ALL)

## Master Culture et communication



ECTS  
120 crédits



Durée  
2 ans



Composante  
UFR Langues et  
Communication,  
Institut National  
Supérieur du  
Professorat et  
de l'Education

### Parcours proposés

- › Intercultural management
- › Projects in international and european cultural engineering

## Présentation

Formation avec accès santé : Non

Capacité d'accueil globale : 15 étudiants

## Infos pratiques

### En savoir plus

Sur la formation professionnelle et l'alternance :  
SEFCA

<https://sefca.u-bourgogne.fr/>



# Programme

## Intercultural management

### Master 1

#### Semestre 1

|                                                              | Nature  | CMI | CM  | TD  | TP | TER | ECTS       |
|--------------------------------------------------------------|---------|-----|-----|-----|----|-----|------------|
| UE1 - Languages and Cultures                                 | UE      |     | 9h  | 30h |    |     | 3 crédits  |
| French Language                                              | Matière |     | 18h |     |    |     |            |
| French Culture                                               | Matière |     | 9h  |     |    |     |            |
| Foreign Language course for French Speakers                  | TD      |     |     | 15h |    |     | 3 crédits  |
| UE2 - Intercultural Communication                            | UE      |     | 55h |     |    |     | 9 crédits  |
| Introduction to Intercultural Communication                  | CM      |     | 20h |     |    |     | 3 crédits  |
| Migration Studies                                            | CM      |     | 20h |     |    |     | 3 crédits  |
| Diversity Management: Inclusion and Social Justice           | CM      |     | 15h |     |    |     | 3 crédits  |
| UE3 - Research Methods, Projects & Careers                   | UE      |     | 18h | 32h |    |     | 6 crédits  |
| Research Methods                                             | Matière |     | 10h | 20h |    |     | 3 crédits  |
| Project Work & Career Clinic                                 | Matière |     | 8h  | 12h |    |     | 3 crédits  |
| UE4 - Open Modules                                           | UE      |     |     |     |    |     | 12 crédits |
| Academic and Professional English                            | TD      |     |     | 15h |    |     | 2 crédits  |
| Language of Exchange Destination                             | TD      |     |     | 15h |    |     | 2 crédits  |
| Training for Global Mobility                                 | TD      |     | 6h  | 9h  |    |     | 2 crédits  |
| Economics (or business intelligence)                         | CM      |     | 20h |     |    |     | 2 crédits  |
| Strategy                                                     | CM      |     | 20h |     |    |     | 3 crédits  |
| Marketing                                                    | CM      |     | 20h |     |    |     | 3 crédits  |
| Human resources                                              | CM      |     | 20h |     |    |     | 3 crédits  |
| Business Game                                                | CM      |     | 20h |     |    |     | 2 crédits  |
| Scientific issues : biodiversity and climate change          | CM      |     | 15h |     |    |     | 3 crédits  |
| Philosophy of sustainable business                           | CM      |     | 15h |     |    |     | 3 crédits  |
| Ethical governance of global companies                       | CM      |     | 18h |     |    |     | 2 crédits  |
| Strategy for sustainable businesses                          | CM      |     | 18h |     |    |     | 2 crédits  |
| Management behavior : psychology and sociology of transition | CM      |     | 15h |     |    |     | 2 crédits  |
| Sustainable marketing and Social culture of consumption      | CM      |     | 15h |     |    |     | 2 crédits  |
| Extra-curricular engagement                                  | Module  |     |     |     |    |     | 3 crédits  |
| Commons and Private Goods                                    | Matière |     | 15h |     |    |     | 2 crédits  |
| European Institutions and Policies                           | Matière |     | 15h |     |    |     | 2 crédits  |
| Culture, Development and Globalisation                       | Matière |     | 15h |     |    |     | 2 crédits  |
| Cultural Marketing and Communication                         | Matière |     | 15h |     |    |     | 2 crédits  |
| Extra-curricular engagement                                  | Module  |     |     |     |    |     | 3 crédits  |



## Semestre 2

|                                             | Nature  | CMI | CM  | TD  | TP | TER | ECTS       |
|---------------------------------------------|---------|-----|-----|-----|----|-----|------------|
| UE1 - Languages and Cultures                | UE      |     | 27h | 15h |    |     | 3 crédits  |
| French Language                             | Matière |     | 18h |     |    |     |            |
| Cultural differences seminar                | Matière |     | 9h  |     |    |     |            |
| Foreign Language course for French Speakers | TD      |     |     | 15h |    |     |            |
| UE2 - Intercultural Communication           | UE      |     | 46h | 14h |    |     | 9 crédits  |
| Cultures & Communication in Organisations   | CM      |     | 20h |     |    |     |            |
| Global Workplace Skills                     | CM      |     | 20h |     |    |     |            |
| Anthropology / Ethnography                  | Matière |     | 6h  | 14h |    |     |            |
| UE3 - Research Methods, Projects & Careers  | UE      |     | 28h | 32h |    |     | 8 crédits  |
| Thesis Seminar                              | TD      |     |     | 20h |    |     |            |
| Project Work & Career Clinic                | Matière |     | 8h  | 12h |    |     |            |
| Project Management                          | CM      |     | 20h |     |    |     |            |
| UE4 - Open Modules                          | UE      |     |     |     |    |     | 10 crédits |
| Language of Exchange Destination            | TD      |     |     | 15h |    |     | 3 crédits  |
| Training for Global Mobility                | TD      |     | 6h  | 9h  |    |     | 2 crédits  |
| Guest Conferences                           | TD      |     | 15h |     |    |     | 2 crédits  |
| International economics                     | CM      |     | 20h |     |    |     | 2 crédits  |
| Economic decision making                    | CM      |     | 15h |     |    |     | 2 crédits  |
| European business context                   | CM      |     | 20h |     |    |     | 2 crédits  |
| Geopolitics for business                    | CM      |     | 20h |     |    |     | 3 crédits  |
| Business Game                               | CM      |     | 25h |     |    |     | 2 crédits  |
| Management & Organisational theories        | CM      |     | 15h |     |    |     | 2 crédits  |
| Extra-curricular engagement                 | Module  |     |     |     |    |     | 3 crédits  |

## Master 2

### Semestre 3

|                                                        | Nature | CMI | CM | TD | TP | TER | ECTS       |
|--------------------------------------------------------|--------|-----|----|----|----|-----|------------|
| Semester-long student exchange in a partner university | UE     |     |    |    |    |     | 30 crédits |

### Semestre 4

|                                             | Nature  | CMI | CM  | TD  | TP | TER | ECTS       |
|---------------------------------------------|---------|-----|-----|-----|----|-----|------------|
| UE1 - Languages and Cultures                | UE      |     | 27h | 30h |    |     | 5 crédits  |
| French Language                             | Matière |     | 18h |     |    |     |            |
| Cultural differences seminar                | Matière |     | 9h  |     |    |     | 3 crédits  |
| Foreign Language course for French Speakers | TD      |     |     | 15h |    |     | 3 crédits  |
| Preparation of DELF or DALF                 | TD      |     |     | 15h |    |     | 2 crédits  |
| UE2 - Research Methods, Projects & Careers  | UE      |     | 20h | 20h |    |     | 12 crédits |



|                                                        |        |     |            |
|--------------------------------------------------------|--------|-----|------------|
| Thesis Seminar                                         | TD     | 20h | 10 crédits |
| Project Work & Career Clinic                           | TD     | 20h | 2 crédits  |
| UE3 - Open Modules                                     | UE     |     | 3 crédits  |
| Guest Conferences                                      | TD     | 15h | 3 crédits  |
| Circulation, Trade and Protection of Cultural Property | TD     | 15h |            |
| Culture, Freedom of Speech and Privacy                 | TD     | 15h |            |
| Extra-curricular engagement                            | Module |     | 3 crédits  |
| UE4 - Professional Experience / Internship             | UE     |     | 10 crédits |

## Projects in international and european cultural engineering

### 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 framwork 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  |