



Double Diploma

Paris / Bordeaux / Lyon / Lille - New York

Specialized MBA

Cultural Engineering & Management

by ICART

& Advanced Marketing Certificate

by New York Institute of Technology

I | C | A | R | T

L'école du management
de la culture et du marché de l'art

NEW YORK INSTITUTE
OF TECHNOLOGY



Culture & Business are a perfect Fit

Culture and business are regularly seen as mutually exclusive when in fact they can work together harmoniously. People passionate by the cultural field often lack critical understanding of business practices. Today, the concept of culture has changed tremendously: we are contemplating not only a multiplication of artistic expressions, but the new technologies have given easier access to a broader audience. Culture has become a major lever for economic development so students who want to be successful in the cultural sectors need to develop a solid business foundation while getting world-class competencies.

Exploring the interconnection of those two professional worlds, we have created a joint program in Cultural Engineering & Management between two leading institutions of higher learning, ICART and New York Institute of Technology (NYIT).

Our participants are offered a rigorous curriculum and multicultural experience taught in English in two different continents – France and the US, each with a distinctive culture and set of business practices. They start at the ICART campus of their choice: Paris, Bordeaux, Lyon, and Lille (Oct-Dec) and continue in New York City, at NYIT's School of Management (Jan-Aug).

After completion of the full-time 12- months program, our participants are awarded **a Specialized MBA in Cultural Engineering & Management from ICART and an Advanced Certificate in Marketing from NYIT's School of Management (AACSB)**

Students are also encouraged to pursue an optional practical training upon completion of their cycle of studies to add valuable real-world experience to their resumes.

Location, location, location... Our urban campuses act as a perfect launch-pad for a career in the cultural sectors. ICART campuses are located in the midst of a vibrant art and cultural scene, while NYIT is situated in the center of Manhattan, next to the iconic Time Warner complex, the Lincoln Center, and Central Park. Countless major museums, arts organizations, cultural institutions, festivals, music venues and theaters are within walking distance of our classrooms.

Students are not only prepared for strategic roles in today's international art and heritage environment, they are part of a dynamic global network of more than 69,000 NYIT/ICART alumni and professionals. The Double Diploma is a challenging yet rewarding experience and we invite you to take your professional career to the next level by joining our program on both side of the Atlantic!

Program

**The program will take place over a period of 12 months between
Paris / Bordeaux / Lyon / Lille and New York**

- › **Phase one:** 3 months of academic learning in France (October to December)
- › **Phase two:** 2 semesters of academic learning in New York (January to August)
- › **Phase three:** Work experience – Students are eligible for an OPT in the US (12 months work authorization)

PARIS / BORDEAUX / LYON / LILLE

France Experience

ICART
Paris / Bordeaux / Lyon / Lille
Fall semester

Courses in Cultural
Engineering
& Management taught in
French & English (15 ECTS)

NEW YORK

US Experience

NYIT School of Management
Spring & Summer Semesters

6 courses in Marketing
taught in English
(18 US credits/36 ECTS)
9 ECTS guided project ICART

US

Work Experience

Optional Practical
Training in the US

Phase one

ICART Paris / Bordeaux / Lyon / Lille:
October to December
(15 ECTS to validate)

- › Art & Culture
- › Professional tools
- › Art major: Cultural & Art Management
- › Seminar

Phase two

NYIT New York : January to August
(18 US credits to validate)

- › Strategic Marketing & Branding
- › Digital Marketing
- › Consumer Behavior
- › Marketing of New Products
- › International Marketing
- › Marketing Communication & Promotion

Opportunity to do an Optional Practical Training in the US (up to 12 months)

Students will receive from each institution:

- › A Specialized MBA in Cultural Engineering & Management from ICART
- › An Advanced Certificate in Marketing (MBA level) from NYIT's School of Management (AACSB accredited).



Key Features

Designed by ICART and NYIT professionals for professionals, this Double Diploma program offers a unique global approach to the next generation of managers in the Cultural industry. It prepares them with the right aesthetic, communication & marketing skills, business know-how and immersive professional experience.

- › An international perspective: 100% of courses in English and a systematically global and multicultural approach to strategic issues in communication & marketing in the cultural market.
- › AACSB Accreditation: our participants acquire a graduate certificate from an AACSB accredited Business School, demonstrating a commitment to excellence and providing an increased prestige in the job market.
- › Two continents/two markets: Students have the choice to start their journey at any of ICART's campuses, then come to New York: Culture capital of the world. Students' academic experience is complemented by the unlimited resources of the city – cultural and industry events, organizations, conferences, and networking opportunities maximize their industry expertise.
- › The right balance between theory and practice: it combines stringent academic requirements with field-based experience. With this objective, the program benefits from industry professionals who give students an insider's perspective in their chosen field.
- › Immersive teaching : our participants are immersed in a business-based environment, working on relevant case studies that have immediate applicability to real world challenges.
- › Job opportunities: Upon completion of their degree, students are legally authorized to work in the US in their related field for a year. ICART New York assists students in the application for the Optional Practical Training (OPT).



Profile and career opportunities

The Double Diploma program provides students with a unique learning experience and prepares them for numerous and diverse jobs in the cultural industry.

Your passport to an exciting future in an in-demand field:

- › Art Institutions/Cinema
- › Director/Associate Director Art Center, foundation, museum...
- › Auctioneer
- › Director Fundraising
- › Collection Manager
- › Filmmaker
- › Film Producer
- › Cultural Art Events Manager
- › Program Coordinator
- › Cultural Engineering/Communication & Marketing
- › PR Director
- › Cultural Project Manager
- › Marketing Manager
- › Cultural Advisor
- › Community Manager
- › Cultural journalist
- › Festival Coordinator
- › Special Events Manager

The word on the street...

ICART NY has allowed me to be better prepared, to discover a wider spectrum of opportunities, and to network with professionals with diverse background. New York is a vibrant city where anything is possible!

Nassim Varin – Founder Solidarity, New York City - Class 2020

The word on the street...

CHRISTIE'S



The Metropolitan
Opera
Guild

PHILLIPS

DROUOT
DIGITAL

TRIBECA
FILM
FESTIVAL





Admission Requirements

To be eligible, applicants must have

- › A Bachelor's degree or its equivalent from a foreign accredited university or school (Bac + 4)

Admission Process

The admission process for the Specialized MBA in International Art Market at ICART Paris takes place in two stages:

- › **Eligibility:** applications are first screened by the applicant eligibility panel
- › **Acceptance:** Interview session with the Director of the program at ICART

The admission process for the Advanced Certificate in Marketing at NYIT New York, School of Management requires the following:

- › **Satisfactory completion of 15 ECTS (October to December - ICART)**
- › An undergraduate GPA of 3.0/4 or higher (13/20)
- › TOEFL (Test of English as a Foreign Language) score of 80 or higher or DUOLINGO score of 105 or higher (internet based)
- › **No GMAT necessary**
- › Interview session with the Director of ICART New York (via Skype)

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