

Shaping the future of arts management:

The Master of Management in International Arts Management (MMIAM)



In an increasingly globalised arts landscape, the need for leaders who can navigate diverse cultural contexts and manage international arts initiatives effectively has never been more pressing. The Master of Management in International Arts Management (MMIAM) programme stands out as a pioneering force in preparing the next generation of arts managers. Juliette Barber talks to Founder François Colbert and Co-Director Megan Heber to discover what distinguishes the MMIAM programme, how it prepares students for leadership roles, and the impactful career outcomes its graduates achieve



Master of Management in International Arts Management (MMIAM) programme leaders, Founder François Colbert and Co-Director Megan Heber

What distinguishes the Master of Management in International Arts Management's (MMIAM) programme from other arts management degrees, particularly in terms of its global exposure and practical experiences?

The MMIAM programme is unique in its deep immersion in international arts management. Unlike other programmes that may offer a limited time abroad, MMIAM fully integrates global exposure, with students studying in five countries across four continents. This structure ensures that students don't just learn about international management—they live it.

Additionally, the programme offers practical, real-world experience through hands-on projects with real clients. These projects allow students to directly engage with local arts organisations, leaving a meaningful impact on the communities they serve. We feel that this combination of immersive global study and practical client work makes the MMIAM programme truly stand out.



How does the MMIAM curriculum prepare students for leadership roles in diverse cultural sectors?

Leadership isn't something you can simply teach; it's a talent that must be fostered. The MMIAM programme achieves this by providing students with unparalleled access to CEOs, directors and managers in every location they visit. Students meet leaders from around the world and learn how they address unique challenges shaped by their cultural contexts.

Throughout the programme, each student experiences both comfort and discomfort—comfortable when they are in a familiar cultural context, and uncomfortable when faced with unfamiliar environments. This dual experience is essential for growth, as it pushes students to adapt, learn and ultimately become more effective leaders across diverse cultural sectors.

Can you elaborate on the significance of the international advisory committee in shaping the MMIAM programme?

The international advisory committee includes leaders from some of the largest and most prestigious arts and cultural organisations, as well as smaller, innovative institutions. This range of representation—from large-scale global

organisations to smaller, community-driven ones—ensures that the MMIAM programme covers the entire arts ecosystem. These leaders lend their names and expertise because they believe in the programme's mission. Some engage directly with students, offering insights, while others provide strategic advice or facilitate job opportunities for alumni. Their involvement helps shape a curriculum that prepares students to navigate the complexities of both large and small organisations within the global arts and culture sector.

What are some notable career outcomes for MMIAM graduates, and how does the programme support alumni in their professional journeys?

MMIAM graduates have gone on to hold leadership positions in arts and cultural organisations worldwide, from major institutions to smaller, community-based organisations. The programme supports alumni through lifetime access to the career centres at SMU, HEC Montréal, and Bocconi University.

These career centres provide seminars, networking opportunities and personalised career advice to recent graduates and seasoned professionals alike. This ongoing support helps alumni navigate their professional journeys, offering resources that enable them to continue growing and succeeding in the global arts and culture sector.

In what ways do the satellite trips enhance the educational experience for MMIAM students?

The satellite trips are one of the most transformative aspects of the MMIAM programme, offering students the chance to immerse themselves in different countries and cultures. These experiences extend beyond academic learning, contributing to personal and professional growth. Students often describe the programme as a life-changing journey that accelerates their careers.

The trips also provide a rare glimpse into the realities of international touring, allowing students to understand what artists experience while on tour. This first-hand exposure prepares them to better support artists in global contexts, enhancing their leadership and management skills in international arts environments.

What qualities does MMIAM look for in prospective students, and how does it accommodate diverse applicant backgrounds?

The MMIAM programme seeks students who are passionate about the arts and artists, with a strong desire to help the arts thrive globally. Curiosity is another key quality, as the programme encourages students to explore diverse cultural contexts and challenge their understanding of arts management.

MMIAM also accommodates a wide range of applicant backgrounds, fostering diversity in each cohort. Additionally, the programme offers scholarship support for students from

developing nations, ensuring that financial barriers do not prevent talented individuals from accessing this transformative educational experience.

How do MMIAM's partnerships with the five international universities [Dallas, Montréal, Bogotá, Beijing and Milan] contribute to a student's learning experience?

Each of the five partner universities offers a distinct learning experience that reflects the unique cultural and educational strengths of their respective countries. In Dallas, Montréal, Bogotá, Beijing and Milan, students benefit from country-specific teaching styles, exposure to local arts and cultural landscapes, and exclusive access to top arts managers.

These partnerships allow students to engage deeply with diverse cultural practices and management approaches, gaining a global perspective that enriches their understanding of arts management. The combination of academic rigour and hands-on learning in these varied environments makes for a truly comprehensive and immersive educational experience.

Finally, what role does cultural immersion play in the MMIAM programme, and why is it considered essential for future arts leaders?

Cultural immersion is a cornerstone of the MMIAM programme, providing students with a deeper understanding of the diverse contexts in which arts management operates. While a course can introduce you to another culture, true understanding comes from living within that culture.

Research shows that innovative leaders are often those who have travelled, lived abroad and experienced situations outside their comfort zones. This immersion fosters adaptability, creative problem-solving and a global perspective—qualities essential for future arts leaders navigating the increasingly interconnected world of international arts management.

The Master of Management in International Arts Management (MMIAM) is a one-year joint degree programme for aspiring arts leaders offered by SMU in Dallas and HEC Montréal.

The application process is now open for the 2025-26 academic year.

Deadlines: 15 November 2024, 15 January 2025 and 15 April 2025. US citizens have an additional deadline of 1 June 2025.

For information about the MMIAM programme, including curriculum, requirements and application instructions, visit MMIAM's website

[**master-in-international-arts-management.com**](https://www.master-in-international-arts-management.com).

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Application deadlines

**November 15, January 15,
April 15 and June 1 (US citizens)**

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