

MSc PRODUCER & ENTERTAINMENT MANAGER



Shaping the future
of creative leadership

MBS holds the following accreditations



ENSEIGNEMENT
SUPÉRIEUR PRIVÉ
D'INTÉRÊT GÉNÉRAL
LOI DU 22.07.2013



DIPLOME
D'ÉTAT
CONTRÔLÉ
PAR L'ÉTAT



AACSB
ACCREDITED



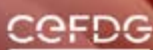
EQUIS
ACCREDITED



AMBA
ACCREDITED



cdefm



CEFDG



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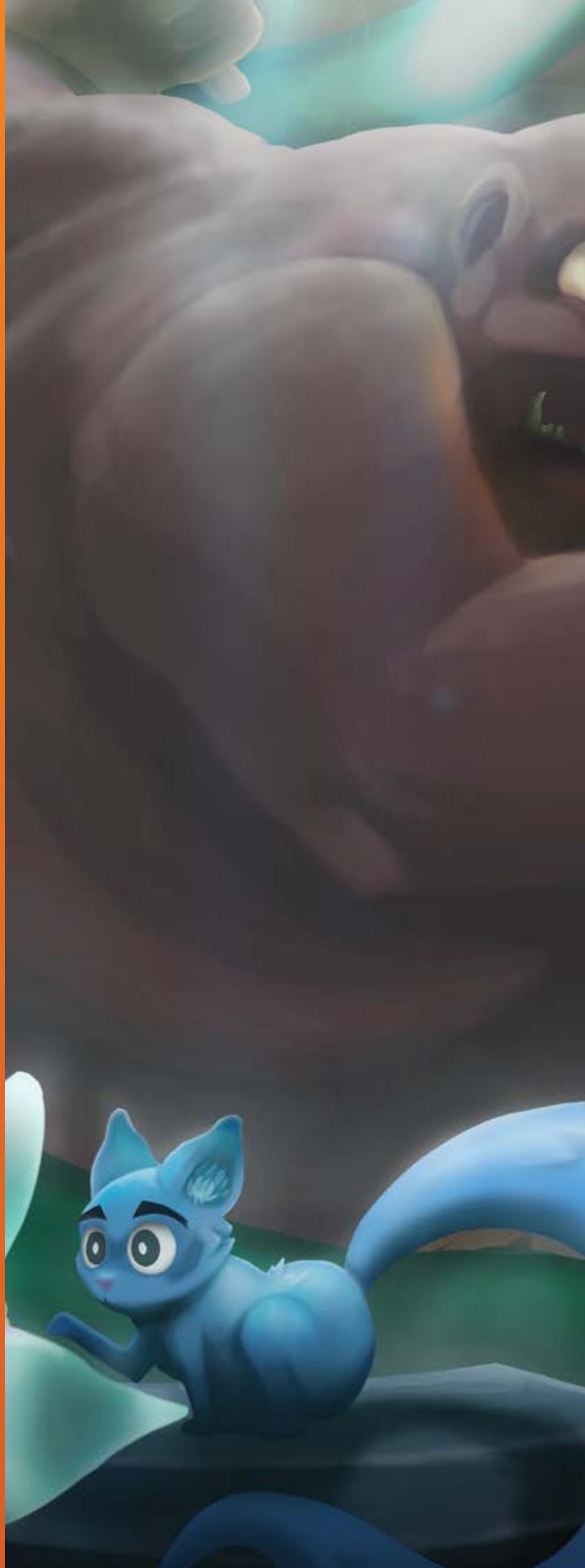
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THE ART OF BUSINESS. THE BUSINESS OF ART.

DEVELOPING DUAL CAPACITIES FOR A DYNAMIC CAREER

● The Entertainment industry has evolved massively in recent years. Digital technology has accelerated change, bringing production innovations and new ways of working to video games, cinema, and 3D animation and visual effects. The sector has moved so fast that the **job market is struggling to keep up**.

Today, there is a growing need for talented production developers and managers in the creative industries. Entertainment companies need **people who understand the creative value chain**, know how to manage projects, and can navigate both the technical and creative aspects of production. Candidates with such expertise are highly valued.

That's why we have designed a unique program that combines **the art of business with the business of art**. Students following the MSc Producer & Entertainment Manager split their time between the MBS School of Business and the ESMA art school, strengthening their business management skills while developing a thorough understanding of the creative process.

France is known worldwide for its expertise in both the creative industries and management training. We're proud to welcome international students to the dynamic city of Montpellier to immerse themselves in these dual cultures. Through the program, students participate in workshops with industry leaders, visit leading studios, and gain first-hand experience as producers through real-world immersion in school projects and internships.

It's the ideal preparation to launch their careers as managers in digital entertainment, paving the way for them to become successful and responsible leaders in this thriving, fast-paced industry.

THE COMBINED EXPERTISE OF TWO SCHOOLS

The MSc Producer and Entertainment Manager has been developed as a partnership between two internationally-recognized schools: MBS School of Business and ESMA. Both are situated in Montpellier, providing you with comprehensive and complementary skillsets for your future career.

12TH

BEST MANAGEMENT
SCHOOL (FRANCE)
L'ÉTUDIANT 2025

50TH

BEST MASTER IN MANAGEMENT
IN THE WORLD
Financial Times 2025

65%

INTERNATIONAL
FACULTY STAFF

150⁺

INTERNATIONAL PARTNER
UNIVERSITIES

1200⁺

INTERNATIONAL STUDENTS

24000⁺

ALUMNI

#MBS: TRAINING TO TRANSFORM

MBS School of Business is a **committed and inclusive management school**, equipping students to become the leaders of a sustainable economic transition.

With over 100 permanent faculty members, MBS provides students with a well-rounded vision of business management, covering everything from marketing and sales to operations, entrepreneurship and project management, with a strong focus on digital transformation and sustainability. The school is home to students representing 80 nationalities, and has campuses in Montpellier and Paris.

TRIPLE ACCREDITATION

MBS belongs to the elite 1% of business schools worldwide holding the "Triple Crown" of accreditations: AACSB, EFMD-EQUIS, and AMBA.



AACSB
ACCREDITED



LAUNCHPAD FOR GLOBAL CAREERS

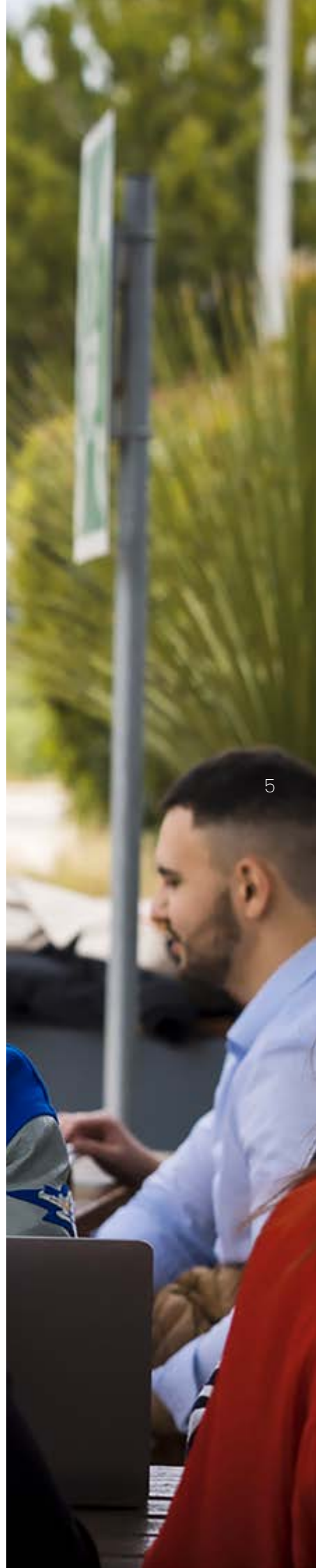
Over 23,000 alumni have made their mark across all areas of management in 100 countries.

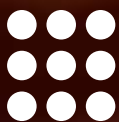
NETWORK OPPORTUNITIES

Every year, MBS students are selected for internships and graduate programs at over 500 partner companies, including Air France, BNP Paribas and L'Oréal.

"PARTICIPATING IN ONE OF THE MSC FROM MBS ALLOWED ME TO LEARN FROM TOP PROFESSIONALS IN THE INDUSTRY AND GAIN INVALUABLE INSIGHTS INTO HOW TO SUCCEED IN BUSINESS."

ZEINA, MBS MSC STUDENT FROM LEBANON





esma

école supérieure des
métiers artistiques

6

No 1

**RANKED IN THE WORLD
FOR "PRODUCTION EXCELLENCE -
3D ANIMATION"**
(The Rookies Global School
Rankings 2024)

4TH

**BEST CG ANIMATION
SCHOOL IN FRANCE**
(Animation Career Review 2025)

TOP 20

**BEST CG ANIMATION
SCHOOL IN WORLD**
(Animation Career Review 2025)

97.6%

**SUCCESS RATE
ACROSS ALL COURSES**
(2022-2023)

ESMA: SHAPING TOMORROW'S CREATIVE LEADERS

ESMA is a highly-regarded applied arts school preparing students for creative careers in an ever-changing digital landscape. It is part of the Ecoles Créatives network, which groups together creative schools meeting exceptional standards.

The school's mission is to help each student nurture a unique creative approach, developing a critical and analytical mind, a committed and responsible outlook, and the capacity to learn how to learn.

ESMA's expertise covers multiple specialties, including Video Game Design, CG Animation, Special Effects, Illustration Concept Art, Graphic Design and Interior Design.

PROMINENT PARTNERSHIPS

ESMA has close relationships with major studios including Technicolor, Illumination Mac Guff, Ubisoft, Tat Productions, Disney, France TV, Xilam, Mediawan, and many others.

CAREER-FOCUSED

Over 4,000 former students are now working all over the world in advertising agencies, studios and design offices.

+30 YEARS OF EXPERIENCE

Since 1993, ESMA has been constantly enriching its program, keeping its finger on the pulse of digital innovation.

**'WHAT WE EXPECT FROM A YOUNG
PROFESSIONAL IS NOT A GRAPHIC
REVOLUTION, BUT RATHER THAT THEY KNOW
HOW TO FIT IN, WORK AS PART OF A TEAM,
AND UNDERSTAND THE CHALLENGES
OF A PROJECT.'**

HERVÉ DUPONT, FORTICHE CEO

MSc PRODUCER & ENTERTAINMENT MANAGER



A SPRINGBOARD FOR CAREERS IN PRODUCTION MANAGEMENT

Joining forces, MBS and ESMA have developed a unique program to train **future producers and managers in the creative industries**. By the end of the 2-year program, you'll have a highly sought-after profile for recruiters in digital entertainment.

WHO IS THE PROGRAM FOR?

The MSc Producer & Entertainment Manager is aimed at:

- **Students with business management qualifications/experience** aiming to specialize in the dynamic creative industries.
- or
- **Students with a higher education degree** (Bachelor's level) who have a keen interest in the creative field and skills in project management.

The program equips recent graduates and young professionals to seize opportunities in the vibrant creative industries.



“ Dr. Sebastiano A. Delre is an Associate Professor Marketing at MBS since September 2022. His research interests revolve around marketing phenomena such as digital marketing, social influence, network science, innovation diffusion, new product introduction, social media and advertising.”

WHAT DOES THE PROGRAM COVER?

Over **2 years** and 4 semesters, you'll build up a **dual expertise in management and technology**. Through the program, you will:

- Acquire managerial and project management skills to lead a production project.
- Learn to manage budgets and the commercial aspects of creative projects in real-world situations.
- Study techniques to develop and produce audiovisual projects, animated movies, video games, and special effects.
- Understand the impact of technological innovations, such as AI, on digital entertainment.

The MSc is designed to strengthen your flexibility, help you communicate with conviction, and use digital tools responsibly and in respect of ethics.

Classes are taught in English at both the MBS and ESMA campuses. To attain your degree, you must complete a professional experience and a research thesis.

WHAT QUALIFICATIONS WILL I GET?

After 2 years of successful studies, you will be awarded:

- **MSc Producer & Entertainment Manager** degree from MBS and ESMA.
- **DESSMO**, a postgraduate diploma in Organizational Management accredited by the French state.
- **120 ECTS credits**, which you can use to prove your academic qualifications and enable further study and work worldwide.

Your MSc degree is endorsed by the French Ministry of Higher Education and Research as a *diplôme visé*, a seal of trusted academic excellence that enhances your career prospects in France and internationally.

CAN YOU HELP WITH ACCOMMODATION?

All international participants are entitled to the **Serenity Accommodation Pack**, which provides quality lodging in the center of Montpellier at the Campus Créatif residence.

As a student coming from abroad, you will be offered a studio apartment (average size 15 m²) at an average price of €530, not including taxes and electricity. You'll need to provide a French guarantor or pay a rental guarantee company.

HOW CAN I APPLY?

- 1 **Check you fulfil entry requirements:** you need to have completed 3 to 4 years of post-high school studies (or the equivalent of a minimum of 90 ECTS), and you must achieve at least 750/990 in a TOEIC English test.
- 2 **Complete the online application** (QR code). Ensure that you upload all the required documents and test results.
- 3 **If selected, you will be invited to an admission interview** (via video call) and an English test (if not provided with the application).



MBS has been awarded the "Bienvenue en France" label by Campus France, recognizing the quality it gives to international students.

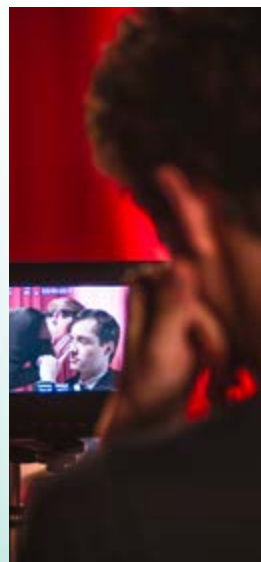


CAN YOU HELP INTERNATIONAL STUDENTS MOVE TO FRANCE?

In addition to the Serenity Accommodation Pack, students coming from abroad benefit from the following services:

- Support to apply for a French visa.
- Airport or train pick-up.
- Administrative assistance (opening a bank account, telephone contract, insurance, social security, etc.).
- A dedicated intake for international students.

After graduation, international students also receive a residence permit, allowing them to work in France for at least 12 months.



YEAR 1

FOR STUDENTS WHO HOLD A 3-YEAR UNIVERSITY DEGREE
(OR THE EQUIVALENT OF 180 ECTS CREDITS)

DURATION: **12 MONTHS** / FORMAT: **FULL TIME** / LANGUAGE: **100% ENGLISH** / **FACE-TO-FACE INSTRUCTION**

SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG
COURSES AND PRODUCTION MANAGEMENT											
SPECIALIZED COURSES: ENTERTAINMENT INDUSTRIES											
WORKSHOPS AND MASTERCLASS: THE ROLE OF PRODUCER											
PROFESSIONAL EXPERIENCE (OPTIONAL)											

IN THE FIRST YEAR, YOU WILL ACQUIRE:

- **The fundamentals** of strategy in Management, Human Resources, Marketing, Supply Chain and Project Management.
- An in-depth **understanding of the challenges of production processes** in the Entertainment industries.

YOU WILL LEARN METHODOLOGIES AND DEVELOP CASE STUDIES TO:

- Evaluate the **potential of a production project**.
- Establish **financing strategies**.
- Negotiate in **multicultural contexts**.
- **Supervise production quality** in 3D animation and visual effects, video games, and filmmaking.

Throughout the year, you'll learn how to **use digital tools** specific to management and production in the entertainment industries. You'll also **participate in workshops and Masterclass** led by professionals, with a **focus on the role of the producer** in various fields.

'Between creative imperatives and operational constraints, 80% of my time is spent on operational matters.'

Fabien Cellier, Production Director at Brunch Studio

'From a managerial perspective, a good lead must above all know how to communicate with their team [...], be prepared to put their own work on hold in order to answer questions, and help team members who may be facing potential problems.'

Lucie Damin, Senior Lighting / Compositing Artist ICON Creative Studio

IMMERSION IN THE ENTERTAINMENT BUSINESS

During the program, you'll be taught by leading guests speakers working in cinema, TV, animation movies, special effects, and video games.

You'll also have opportunities to take part in workshops and visits studios at companies such as France TV, Ubisoft and TFI.



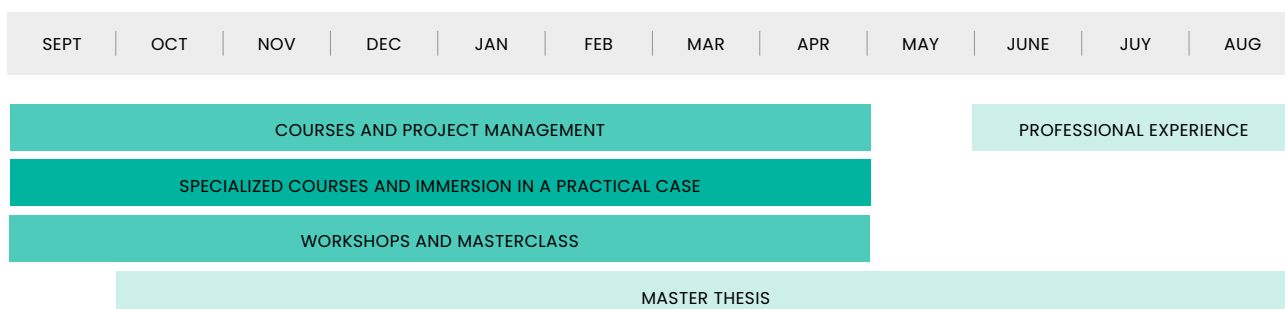


YEAR 2

FOR STUDENTS WHO HOLD A 4-YEAR UNIVERSITY DEGREE

(OR THE EQUIVALENT OF 240 ECTS CREDITS)

DURATION: **12 MONTHS** / FORMAT: **FULL TIME** / LANGUAGE: **100% ENGLISH** / **FACE-TO-FACE INSTRUCTION**



During the second year, you will deepen your **management skills**, learning how to **tackle complex projects**. You'll get a fuller understanding of international distribution strategy, legal and contractual obligations, prospecting, and how to develop innovative projects.

The highlight of this second year is the application of your knowledge in a real production project supervised within the school. You will join a **project team as a producer in your chosen specialty** (3D animation and visual effects, video games, or film production). Under the supervision of experienced professionals, you will be entrusted with multiple responsibilities.

- Evaluate the project's potential.
- Develop a financing plan and create a fundraising strategy.
- Establish partnerships.
- Design a production dossier and lead the production team.
- Monitor the quality of deliverables and resolve problems.
- Plan development.
- Pitch the project.

This immersive experience is the **culmination of your degree**. It enables us to critically analyze your performance in the real world and offer you feedback to strengthen your capabilities as a producer. Following this hands-on experience, you will write **a Master thesis** based on a production issue you have experienced. This total immersion is the ideal preparation for your professional experience in June.

'A PROFILE THAT UNDERSTANDS PROFESSIONAL CHALLENGES IS INVALUABLE. THEY CAN BECOME A LEAD, SUPERVISE A TEAM, LIAISE WITH THE CLIENT. IT IS THESE PROFILES THAT ENABLE A STUDIO TO TAKE ON MORE PROJECTS.'

ANTHONY VOISIN, CO-FOUNDER OF STUDIO TERMINUS

A WORLD OF CAREER OPPORTUNITIES

With the **rapid growth of the creative industries**, new management roles have emerged requiring a unique set of skills. As a graduate of the MSc Producer & Entertainment Manager, you'll be **ideally suited to fill those positions** in any sector of the **Entertainment industry**.

Career opportunities span the entire lifecycle of product creation and marketing, including:

- **Production:** Associate Producer, Line Producer, Executive Producer, Creative Producer, Production Director, Publishing Producer, Project Manager.
- **Strategic Management and Development:** Business Manager, Studio Director, Entrepreneur, Consultant, Business Developer.
- **Marketing:** Product Marketing Director, Brand Manager, Product Manager, Product Owner.

Dedicated job fair: At the end of the 2-year program, you'll be invited to a job fair with representatives from different studios – an opportunity to network and make precious contacts.

OPPORTUNITIES IN 3D

With their comprehensive training in project and people management, our graduates know how to get teams working together in the high-energy environment of 3D design. Other crucial skills include ensuring a systematic approach and an ability to adapt to different studio production methods and processes.

Potential employers include:

- **Studios making animated films** for cinema or television: feature films, short films and TV series.
- **Post-production companies** tasked with creating special effects for films, animated advertising, or TV station packages.
- **Video game studios** producing trailers and cutscenes.
- **Digital image creation studios** for industrial, architectural, scientific and medical purposes.

In recent years, the top recruiters of ESMA graduates in 3D design are Mikros Animation/ Technicolor, Moving Picture Company (MPC), Illumination MacGuff, Superprod Studio, and ICON creative studio.

OPPORTUNITIES IN VIDEO GAMES

The video game cycle is dynamic and demanding. Our graduates have the technical understanding and people management skills to ensure flexibility, adaptability and versatility – helping production teams to meet milestones and work efficiently to tight deadlines.

Potential employers include:

- **Major video game studios:** Ubisoft, Dontnod Entertainment, Quantic Dream, Spiders, Ankama, Voodoo, Kylotonn, Arkane Studios, Focus Home Interactive, Larian Studios, etc.
- **Small-to-medium studios.**
- **Video game and board game publishers:** toy manufacturers and electronic games.
- **Communication, advertising and marketing agencies,** gamification agencies.
- **Developers of "serious games".**

FEES AND SCHOLARSHIPS

The following tuition fees apply for the MSc Producer and Entertainment Manager:

€27,200 FOR THE FULL 2-YEAR PROGRAM

To promote social openness and equal opportunities, MBS offers individual scholarships of up to €2000, depending on admission results.

If you would like to be considered for a scholarship, please apply early as there is limited availability.

HEAD OF THE PROGRAMME

Dr. Sebastiano A. Delre is an Associate Professor Marketing at MBS since September 2022. His research interests revolve around marketing phenomena such as digital marketing, social influence, network science, innovation diffusion, new product introduction, social media and advertising. He is very much interested in new types of social influences that affect how consumers adopt, purchase and consume goods and services. He is a driven researcher who always strives for innovative ideas, original investigation, relevant implications, and rigorous method. His passion in research is driven by a real and genuine interest in how people make decisions and how they affect each other. His teaching is focused on digital marketing, big data and data analytics, as well as leadership, critical thinking and epistemology.

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on funding
and scholarships,
consult our website



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