



B.A. CREATIVE INDUSTRIES MANAGEMENT

» CREATIVE WORKERS NEED CREATIVE LEADERS.
YOU WILL LEARN TO SUPPORT, MARKET AND
MANAGE SUCCESS IN THE CREATIVE INDUSTRIES.«

Prof. Dr. Brigitte Biehl, Director of the B.A. Creative Industries Management



WE MANAGE CREATIVITY. WE CREATE MANAGEMENT.

The B.A. Creative Industries Management provides you with an education that will equip you with theoretical knowledge and practical skills and competencies to create business value through strategic management, innovation and design in the broad area of the creative and cultural industries. For your degree we have adapted all-time management classics to the complex and dynamic creative world.

Communication and networking, research and entrepreneurship have been added to the course to develop your interpersonal and leadership skills. Further modules on the fascinating topics of arts and culture also are part of the syllabus to give you an advanced, in-depth understanding of creative people, processes and products. Your competencies will be sought for beyond the creative industries as well.

In traditional businesses there is a growing demand for new approaches to management and leadership to enable and secure innovation and success. The programme will be taught in English, preparing you for a career in an international environment.

AREAS OF STUDY

International creative industries	████████████████████
Business administration	██
Creative entrepreneurship	████████████████
Communication and strategy	████████████████████████████████
Research	████████████
Digital practice and theory	████████████████████
Languages	████████████████████

AREAS OF WORK

- Businesses in the creative industries sector
- Service companies for the creative industries
- Business associations and policy makers in the field
- Tourism and leisure management
- Communication, event, and marketing agencies
- Marketing departments and media relations departments in companies
- Market research institutes
- Freelancer and entrepreneur with your own business



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AIMS OF THE STUDIES

Over the past couple of decades, the cultural and creative industries have been thriving globally and within Europe. They are steadily growing, generating jobs, wealth and public engagement. Berlin in particular is a hot-spot for the creative industries, a vibrant place attracting creatives from around world, and a perfect place for your studies. As part of your degree, you will not only learn about management theory, communication and cultural studies, but also acquire practical skills and competencies in projects undertaken within hdpk's wide-ranging network of institutions and organisations across the creative sector. This combination of theory and practice will prepare you for a range of management positions. Your degree scheme offers further choices to specialise in areas such as film, TV, computing, publishing, design, music, performative services, leisure and entertainment.

AT A GLANCE

DEGREE	Bachelor of Arts
DURATION	7 semesters
CREDIT POINTS	210
LANGUAGE	English
INTERNSHIP	In the 5 th semester
PLACE	Berlin

ADMISSIONS EXAMINATION

Personal interview, letter explaining your motivation, proof of English language proficiency

START OF YOUR STUDIES

Summer semester: 1. April (Engl)
Winter semester: 1. October

ADMISSION DEADLINES

Sommer semester: 15. January (Engl)
Winter semester: 15. July
Application for the remaining college places possible until the beginning of the semester.

FEES

650,- €/month

STUDY PLAN (EXAMPLE)

Semester 1	Semester 2	Semester 3	Semester 4	5	Semester 6	Semester 7
INTERNATIONAL CULTURAL AND CREATIVE INDUSTRIES (CCI) 30 CP				5 INTERNSHIP OR SEMESTER ABROAD - 30 CP		
Introduction theory & practice	Music products & business models	Radio, TV & film products & business models	Leisure & entertainment products & business		Publishing & advertising products & business	Globalization & digitization theories & cultural
	Design, fashion & architecture products & business	Performing arts products & business models	Arts, museums & galleries products & business		Software & games products & business models	
BUSINESS ADMINISTRATION 50 CP					Media law	Innovation management
Business administration & economics	Marketing	Accounting & finance	Leadership & organization			Creative business innovation lab
CREATIVE ENTREPRENEURSHIP 15 CP						
Creative business introduction lab			Creative business start-up lab			
COMMUNICATION & CULTURE 25 CP					Cultural Theory & Popular Culture	
Media studies	Public Relations	Marketing communications	Digital Communication nagement			
RESEARCH, METHODS & PERSONAL SKILLS 40 CP					Intercultural communication	Special competences & skills
Research Skills	Project management	Research methods	Applied informatics			
LANGUAGES 10 CP						
	Languages 1 Spanish, German, English or French		Languages 2 Spanish, German, English or French			
BACHELOR 11 CP						THESIS

CONTACT



Prof. Dr. Brigitte Biehl
Director B.A. Creative Industries Management



Sebastian Rabe
Course Guidance

HOW TO APPLY

Admission to the degree course requires the general qualification for university entrance or its equivalent.

In addition, during the application process you will have to prove your competence in the specific degree course, your creativity, and your motivation.

CONTACT

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LINKS

→ www.hdpk.de

