



B.A. CREATIVE INDUSTRIES MANAGEMENT

STUDY PLAN

STUDY AREAS	SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	5	SEMESTER 6	SEMESTER 7
INTERNATIONAL CULTURAL AND CREATIVE INDUSTRIES (CCI) 30 CP	Introduction theory & practice of CCI	Music * products & business models artists & events	Radio, TV & film * products & business models stories & the public	Leisure & entertainment * products & business models experience & participation	5 INTERNSHIP OR SEMESTER ABROAD	Publishing & advertising * products & business models themes & campaigns	Globalization & digitization* theories & cultural policies institutions & networks
	Design, fashion & architecture * products & business models creation & concept	Performing arts * products & business models events & scenography	Arts market, museums and galleries * products & business models exhibitions & heritage	Software & games * products & business models interaction in digital media			
BUSINESS ADMINISTRATION 50 CP	Business administration & economics principles of management & economics	Marketing market analysis & tools international marketing	Accounting & finance management accounting, financial accounting, controlling, financial management	Leadership and organization human resource management, leadership theory, organization studies	Media law copyright contracts, licenses, competition law	Innovation management foundations of innovation management change: techniques, models	
	Creative business introduction lab core competences & skills			Creative business start-up lab markets, target groups, competition, growth, managing teams, finding investors	Creative business innovation lab digital innovation, new product or service development, research practice		
COMMUNICATION & CULTURE 25 CP	Media studies theory, history, analysis	Public Relations Media & stakeholder communication, crisis communication	Marketing communications Strategic brand communication	Digital Communication Management social media, cross media, storytelling, e-marketing	Cultural Theory & Popular Culture Popular culture & the future of the creative industries		
	Research Skills Academic writing & research skills, literature research	Project management project management & budgeting	Research methods qualitative & quantitative methods	Applied informatics Databases & networks, content management systems	Intercultural communication culture & identity, conflict management, global business	Special competences & skills research, job application training, negotiating, philosophy & ethics *	
LANGUAGES 10 CP	Languages 1 options: Spanish, German, English, French	Languages 2 options: Spanish, German, English, French					
BACHELOR THESIS 10 CP							bachelor thesis colloquium

*electives

CP = Credit Points