



# B.A. CREATIVE INDUSTRIES MANAGEMENT

## STUDY PLAN

STUDY AREAS	SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4	5	SEMESTER 6	SEMESTER 7
<b>INTERNATIONAL CULTURAL AND CREATIVE INDUSTRIES (CCI)</b> 30 CP	<b>Introduction</b> theory & practice of CCI	<b>Music *</b> products & business models artists & events	<b>Radio, TV &amp; film *</b> products & business models stories & the public	<b>Leisure &amp; entertainment *</b> products & business models experience & participation	<b>5</b> INTERNSHIP OR SEMESTER ABROAD	<b>Publishing &amp; advertising *</b> products & business models themes & campaigns	<b>Globalization &amp; digitalization*</b> theories & cultural policies institutions & networks
	<b>Design, fashion &amp; architecture *</b> products & business models creation & concept	<b>Performing arts *</b> products & business models events & scenography	<b>Arts market, museums and galleries *</b> products & business models exhibitions & heritage	<b>Software &amp; games *</b> products & business models interaction in digital media			
<b>BUSINESS ADMINISTRATION</b> 50 CP	<b>Business administration &amp; economics</b> principles of management & economics	<b>Marketing</b> market analysis & tools international marketing	<b>Accounting &amp; finance</b> management accounting, financial accounting, controlling, financial management	<b>Leadership and organization</b> human resource management, leadership theory, organization studies	<b>Media law</b> copyright contracts, licenses, competition law	<b>Innovation management</b> foundations of innovation management change: techniques, models	
<b>CREATIVE ENTREPRENEURSHIP</b> 15 CP	<b>Creative business introduction lab</b> core competences & skills			<b>Creative business start-up lab</b> markets, target groups, competition, growth, managing teams, finding investors		<b>Creative business innovation lab</b> digital innovation, new product or service development, research practice	
<b>COMMUNICATION &amp; CULTURE</b> 25 CP	<b>Media studies</b> theory, history, analysis	<b>Public Relations</b> Media & stakeholder communication, crisis communication	<b>Marketing communications</b> Strategic brand communication	<b>Digital Communication Management</b> social media, cross media, storytelling, e-marketing		<b>Cultural Theory &amp; Popular Culture</b> Popular culture & the future of the creative industries	
<b>RESEARCH, METHODS &amp; PERSONAL SKILLS</b> 40 CP	<b>Research Skills</b> Academic writing & research skills, literature research	<b>Project management</b> project management & budgeting	<b>Research methods</b> qualitative & quantitative methods	<b>Applied informatics</b> Databases & networks, content management systems		<b>Intercultural communication</b> culture & identity, conflict management, global business	<b>Special competences &amp; skills</b> research, job application training, negotiating, philosophy & ethics *
<b>LANGUAGES</b> 10 CP	<b>Languages 1</b> options: Spanish, German, English, French	<b>Languages 2</b> options: Spanish, German, English, French					
<b>BACHELOR THESIS</b> 10 CP							<b>bachelor thesis colloquium</b>

\*electives

CP = Credit Points