



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.

FOCUSES

International creative industries	████████████████████
Business management	██
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. In the course of your studies you will specialise in the areas Music, Visual Arts (Film, Art Market, Performative Arts) or General Creative Industries (Music, Visual Arts, Software & Games, Leisure & Entertainment).

STUDY PLAN (CORE-PRINCIPLE)

SEMESTER	PART I week 01-05	PART II week 06-10	PART III week 11-15	PART IV week 16-18
1. semester Media & Creative Industries	Creative Industries & Businesses	Business Strategy	Research Skills	Concentration I: Music/ Visual Arts/General
	Media Studies			
	Creative Entrepreneurship Introduction Lab			
2. semester Marketing & Communications	Marketing and Society	International Marketing Management	Concentration III: Music/ Visual Arts/General	Intercultural Communication
	Languages			
	Concentration II: Music/Visual Arts/ General			
3. semester Digital Work	Digital & Marketing Communications Management	Digital Media Technology	Digital Production	Concentration IV: Music/ Visual Arts/General
	Media Law			
	Languages			
4. semester Managing Finances	Accounting	Finance	Concentration V: Music/ Visual Arts/General	Lab Project
	Project Management			
	Research Methods I (qualitative & artistic)			
5. semester	Internship / Study Abroad			
6. semester Leadership & Career Development	Creative Career Development	Organization & Leadership	Public Relations & Artist Management	Concentration VII: Music/ Visual Arts/General
	Research Methods II (qualitative & quantitative)			
	Concentration VI: Music/ Visual Arts/General			
7. semester Research & Innovation	Innovation Management	Creative Entrepreneurship Innovation Lab	BACHELOR THESIS	
	Cultural Theory & Popular Culture			

AT A GLANCE

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

ENTRANCE INTERVIEW

Personal interview, letter of motivation, proof of English

START OF YOUR STUDIES

Summer term: 1st April

Winter term: 1st October

ADMISSION DEADLINES

Summer term: 15th January

Winter term: 15th July

Application for the remaining study places possible until the start to the semester.

FEES

650,- €/month

CORE

Studying with head and heart:
Practice-driven. Project-based.
Team-oriented.

CONTACT

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LINKS

→ www.hdpk.de

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.