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
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)

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

AT A GLANCE

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