



COPENHAGEN BUSINESS SCHOOL
CBS GRADUATE SCHOOL
SOLBJERG PLADS 3
DK-2000 FREDERIKSBERG



A programme facing the future

Firms constantly have to innovate and source new creative input in order to maintain a competitive edge.

These challenges require knowledge and skills beyond standard management.

The graduate programme Management of Creative Business Processes (CBP) is a result of a request for special qualifications from the creative industries.

As a CBP-student you will be equipped to transform creative ideas into commercially viable products or services

Contact

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CBS GRADUATE SCHOOL

Management of Creative Business Processes (CBP)

MASTER OF SOCIAL SCIENCE (CAND.SOC.)



**Copenhagen
Business School**
HANDELSHØJSKOLEN



Kommunikationsafdelingen / CBS Communications 2006



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Student profile

You have a bachelor's degree and you are eager to study the creative activities in a business setting.

The broad spectra of bachelor backgrounds are a special strength to this programme. We encourage applicants from all relevant institutions with a relevant bachelor's degree to apply.

You will find the entry requirements at www.cbs.dk/soc/admission

The CBP programme is educating young business professionals to understand the creative process and to manage and administer companies in that field.

The programme will teach you to work with artistic and creative specialists as well as to manage processes in a way, alternative to more mainstream business practices. This could be negotiating agreements between artists and a record company or managing innovative processes in companies.

You will have courses in management, marketing, law (property right issues), HRM, organisation and business administration. In your third semester you can choose to expand your international experience and network by studying abroad.

See www.cbs.dk/grad/cbp

Study abroad

CBS has entered into exchange agreements with more than 300 partner universities in 47 countries e.g. Australia, Canada, China and France.

Please see the list of partner universities and the possibilities at www.cbs.dk/cbs_international

The programme has been developed in close partnership with companies from the film and fashion industries as well as large Danish companies. Casework will be organised with

Nordisk Film

The largest producer and distributor of electronic entertainment in the Nordic region

IC Companys

The largest clothing company in northern Europe

Carlsberg

The Danish beer producer known all over the world

