

Academic profile for MSoc.Sc. – Management of Creative Business Processes

The CBP program provides the students with a comprehensive set of capabilities targeted to the particular requirements needed when managing creative business processes. Students who successfully complete the program will have acquired relevant tools and skills to address managerial issues set on the borderline between art and commerce.

The CBP program will provide the students with such competence as to enable them to:

- a) understand the specific nature of creative industries and the particular ways in which they differ from other industries. Creative business processes are often part of the core of firms belonging to the creative industries, but significant creative activities are also found in many other industries regardless of levels of technology. However, understanding creative industries is a prerequisite for understanding many creative business processes.
- b) be familiar with main issues of management, strategy, marketing and property rights in the creative industries and regarding creative activities in other industries
- c) conduct analyses of specific markets in practice; use the skills for strategic considerations and decisions. The program equips students with the mindset and analytical apparatus to comprehend, describe, investigate and analyze a broad range of such issues relevant for managerial decision making on many levels of the organization. Students are encouraged and stimulated to develop their own professional profile by extensive case work and by continuous exposure to real life situations presented by managers from the private or public sector.

Such competence will be achieved by giving students the following knowledge and skills:

Theoretical and practical understanding of the most important elements in working relations and competition in and between different creative markets; Theoretical and practical understanding of the emergence of new creative businesses and new forms of business or customer relationships as a consequence of the internet and other electronic communication technologies; Analytical and action-oriented skills towards strategic problems faced by the creative company or creative section within larger companies. The CBP program enables students to work with complex questions that bridge traditional lines of division within companies and in the public discourse. Insights relevant when dealing with artistically motivated individuals, groups and communities are combined with commercial logics of competitive markets and their legal framing. The balance between stable elements, repetitive processes and innovative dynamics in creative business processes are investigated as a cross-cutting theme and as part of the hands-on assignments.

The program of Management of Creative Business Processes prepares the student for analytically oriented positions that can serve as a background for later achievements in creative industries in particular and in business in general. By means of his/her project work, the student will furthermore acquire knowledge and skills within concrete problems of a both qualitative and quantitative nature. Through the elective courses or the progression courses in the 3rd semester, the student will be able to acquire concrete knowledge within specific market types and creative products.

The program is function-oriented and aims at qualifying the candidate to immediately assume the responsibilities of assistant to a function manager, or undertake a consulting job or staff position, typically within the creative industries, without having to undergo a lengthy period of training.