

Creative Industries Business Management

UCAS Code: Combined Honours only (please see website for details)

Duration: 3 years | Full-time | Creative Campus & Hope Park | 2024/2025

Placement year opportunities available



Course Overview

The lecture series for this course will follow two interdependent, integrated streams. One will develop students' historical, theoretical and critical awareness of the relationship between arts, cultural entrepreneurship and business management from a variety of viewpoints – film, music, dance, theatre, festival, gallery etc. The other series will be more professionally focused exploring the changing environment with respect to business methods (finance, planning and the law), and marketing and branding strategies within the creative industries.

The practical seminars and workshops for the course will focus around important case studies, to highlight different business models within the creative industries from SMEs to national organisations. There will also be an opportunity to explore important, innovative approaches to marketing and communications strategies within the sector.

The programme will increasingly introduce professionalised, work placement elements from the second part of Level I. So that by the programme's end, students will have gathered experience of working with external professional creative industries organisations.

Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

Fees and Additional Costs

The tuition fees for 2024/2025 are £9,250 for full-time undergraduate courses.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence:
www.hope.ac.uk/halls

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.



**LIVERPOOL
HOPE
UNIVERSITY**

1844

CONTACT

T: +44 (0)151 291 3000

E: enquiry@hope.ac.uk

www.hope.ac.uk

Creative Industries Business Management Curriculum

Year One

Your first year will give you a detailed overview of how the creative industries are structured from organisational, financial and policy aspects, together with some introductory insights into the creative objectives and practices of our key industrial focuses: music, film and TV, the stage, and the worlds of games and interactive media.

Year Two

You'll work on advanced business skills relating to the creative industries: the projection of creative leadership, the management of creativity, the financing of innovative creative work, the policy and industrial contexts in which creativity develops and finds its opportunities, and the workflows and technologies that allow creative work to achieve its ambitions. You'll have the opportunity to explore your own commercial, cultural and creative enthusiasms.

Year Three

You'll explore brands, marketing and contemporary convergent promotion and development strategies. You'll develop your collaboration skills, essential for the creative industries and you'll be provided with opportunities to apply your entrepreneurial and creative expertise to your work.

You'll specialise in the development of an individual project. You can tailor this project to your own interests, such as writing a business portfolio, developing a screen, stage, music, or interactive project or completing a dissertation. There will be essential sessions on how to design and develop your research.



COURSE STRUCTURE

Studying this degree consists of lectures, where all students are taught together, seminars of smaller groups of around 15-20 students and small group tutorials.

For the Creative Industries Business Management part of your Combined Honours degree, there will be approximately 6 teaching hours per week in your first year, which reduces to approximately 5 teaching hours in your second and third years. As well as teaching hours, you will be expected to spend a number of hours working independently each week, as well as working in groups to prepare for any group assessments you may have.

All students will be encouraged to undertake work placements with a regional creative industries company.

ASSESSMENT AND FEEDBACK

Assessment will be by way of digital creative projects; programming and coding design tests and contextual essays.

You will be given written feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.



**LIVERPOOL
HOPE
UNIVERSITY**

1844

CONTACT

T: +44 (0)151 291 3000

E: enquiry@hope.ac.uk

www.hope.ac.uk