



Advanced Diploma in Business Management (Creative Industries)

Course Synopsis

The Advanced Diploma in Business Management (Creative Industries) aims to nurture graduates who are ready for the opportunities afforded by the ever-changing creative industries. Key components of the course are covered in the management modules, which enable students to have the technical and transferable skillsets needed to thrive in the creative industry. Interwoven into the curriculum is the prevalence and influence of social media in one's everyday life. Students are encouraged to explore and engage with social media so as to enhance one's employability within the current market dominated by the usage of social media.

Students undergo two exposure modules to have a working knowledge of the creative industries. At the same time, they also engage with marketing and data related modules to further enhance their industry relevant skillsets. Upon completion of their first year of study, students would have gained a secure foundation pertaining to the key concepts and as well as an appreciation of the key debates surrounding creative industries.

In their third and fourth semester of study, students build on their foundational understanding through practical-focused modules putting them closer towards working in the industry. The course cumulates in two practical modules during their second year of study, where students are given the creative space to engage in design thinking and entrepreneurship.

Graduating from the course, students would have developed a well-grounded understanding of the various principles enabling them to thrive within the creative industries. Students would have the confidence to apply these principles in a variety of context and approach real life problems creatively and appropriately.

Advanced Diploma in Business Management (Creative Industries)

Module Synopsis

Understanding Creative Industries

20 Credits

Students will be exposed to the social and cultural aspects of the creative industries to understand the inner workings of the sector. By drawing links between the theoretical phenomena with their everyday practices, students will have the opportunity to gain a deeper appreciation regarding the significance of creative industries in their lived experience.

Art of Negotiation and People Management

20 Credits

Through a combination of theoretical discussion and case studies analysis, students are equipped with negotiation and people management skillsets relevant to the creative industries. Lessons are focused on the key skillsets required to embark on a successful career in the creative industries, and case studies are formulated with the aim of garnering insights into the dynamic nature in the creative industries. These principles learnt will also be extended via class discussions where students will be guided to translate the applicability of these theories to everyday scenarios of interactions.

Business Communication for Success

20 Credits

Students are introduced to a myriad of concepts, theories and models relating to marketing and communications, with the key aim of facilitating students to understand the role business communication plays in ensuring corporate/organisational goals are attained.

The Creative Economy

20 Credits

Students will be exposed to the factors and elements underpinning the growth and sustainability of the creative industries. Through engagement with key economic concepts, students are given the opportunity to better comprehend the economic mechanics empowering the creative industries.

Foundations & Practices of Creative Industries

20 Credits

In looking at a combination of cultural, economic, and business elements surrounding the creative industries, students will analyse and evaluate on the developmental opportunities available specific to the sector of their choice. Through this exercise, students will gain a deeper appreciation of the impact the broader market plays within the specific sector of their choice.

Making sense of Data

20 Credits

We are living in a world where we are faced with an influx of data in our everyday lives. Despite the availability of data, it is not a given that meaningful outcomes can be produced. Through this module, students will be introduced to the various concepts, theories and practices scholars have utilised to engage with data. By making sense of data, students will be able to make better informed decisions and interact more assuredly with the ever-changing creative industries landscape.

Advanced Diploma in Business Management (Creative Industries)

Design Thinking and Innovation

20 Credits

In this module, students are given the opportunity to develop a business plan/product which reflects their understanding of the creative industry. By utilising design thinking, students will exercise their creativity and identify the manners in which value can be created within the creative industries. Students will be guided in the preparation of their own career plan through an exposure into the challenges and opportunities of various business entities and their start-up, as well as an awareness of the support that is offered to such smaller organisations

Consumer Identity and Mindset

20 Credits

A good product addresses the needs of the consumer. In this module, students will unveil the mask of the consumer and investigate the inner psyche that drives consumers in particular directions. Key to understanding the behaviour of the consumer is the cultural, social, and economic factors influencing the identity and mindset of a consumer.

Market Research for Creative Industries

20 Credits

This module aims to get students thinking about market research. Students engage in the processes of collecting and analysing data and reflect on theoretical approaches to the study of the subject area. Students then conduct a review of academic literature in their field, which is relevant to their chosen topic. These activities are used to think about ways that students can improve their theoretical approaches to professional practice. Students will also develop their critical and reflective skills in this module through peer learning via formative class discussions.

Creative Entrepreneurship

20 Credits

The aim of the module is for students to produce an artefact which reflects their entrepreneurial engagement within the creative industry. As an open-ended module, students will negotiate with their assigned mentors regarding the means through which they present their artefact. In this regard, students are expected to work independently. Nonetheless, a key component of learning will be done through the reflection of the entire creative collaboration.

Logistical Planning and Business Operations

20 Credits

"...battles, campaigns, and even wars have been won or lost primarily because of logistics". For students to thrive within the creative industries, it is crucial for them to understand the significant impact logistical planning and business operations can have on the growth of the organisation. Students are guided through the process of planning and management, before given the task of formulating and evaluating such plans within a real and timed assessment context.

The Power of Data

20 Credits

Having understood the role data plays in one's everyday life, students are further challenged in this module to look at the consequences and implications of data in our lives. Through analysis and evaluation of case studies and data sets, students are tasked with utilising available data to improve on their given campaign performances. Through such exercise, the module aims to enable students to have a thorough understanding regarding the power of data.