

Master of Business Administration

Course Synopsis

The course will underpin the extensive development of your existing practical knowledge and will expand further on your academic, theoretical knowledge of Business Administration.

The course aims to enhance and develop your business acumen with the different core areas analysed, and provide you with opportunities to expand yourself and develop your mind through your learning and development programme. Working alongside your peer group you will receive a new outlook on the business world and professionalism, enabling you to develop into an exceptional communicator and adviser.

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Module Synopsis

One elective out of the following four:

Business Analytics and Operations in the Creative Industries **20 Credits**

This unit is designed to provide you with a comprehensive understanding of the application of analytics and operations management principles in the context of the creative industries. You will develop the skills and knowledge necessary to effectively analyse data, optimise operations, and drive strategic decision-making in this dynamic industry. This will help you to analyse market trends, assess competitive landscapes and identify growth opportunities that will inform strategic decision-making in supply chain management, inventory and quality control and capacity planning.

Strategic Innovation and Finance Management **20 Credits**

In this unit you will explore business, financial and management models relating to the creative economy and strategic innovation. The unit will explore sources of potential operational risks within creative organisations and ways of pursuing innovative and entrepreneurial practices for sustainable and ethical business.

Marketing Strategy for the Creative Industries **20 Credits**

This unit provides you with a comprehensive understanding of contemporary theories and strategies for managing business and processes within the global context of the creative industries sectors and markets. It emphasises current business and marketing concepts, equipping students to navigate the dynamic and challenging landscape of the creative industries.

A distinct landscape emerges as the creative industries undergo a transformative shift propelled by technology and media. Creative and cultural products, services and ideas now transcend borders, impacting individuals beyond their creators. The unit delves into the business and socio-cultural dimensions of this transformation, exploring the global and local dynamics, specifically focusing on how creative assets shape space and place.

Leadership, Decision-making, and Culture **20 Credits**

This unit is designed to provide you with creative skills relating to leadership and leading creative individuals within a supportive and sustainable environment. Increasingly values, diversity and ethos have become core to a successful business in a competitive environment. Leadership, team-direction, and decision-making is needed to leverage the very best from creative people and the diverse differences within global organisations. Keeping creative people motivated and active, while staying on track with business outcomes, is a key challenge in a rapidly changing world in a context of evolving work design.

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Final Major Project

60 Credits

This unit asks you to conceptualise and carry out a project that relates directly to your career ambitions and that will facilitate your path into a career in or related to your course content in the creative industries. The unit will provide a framework for you to undertake a substantial piece of disciplinary-relevant research in the Creative/Cultural Economy Industries.

The Final Major Project is an opportunity to create value for yourself at the highest strategic level in a tangible and measurable way as a culmination of your learning experience. It requires you to approach a real problem or opportunity in your chosen specialist area in a Creative/Cultural Economy Industries, analyse it, and then develop a realistic strategy and implementation plan while applying contemporary concepts and frameworks from your studied programme. This unit will enable you to build upon and develop your professional business and management skills, such as project management, problem solving, critical analysis and synthesis of data, to produce appropriate research outcomes for a project aligned to a chosen Creative Industrial sector or general Creative/Cultural Economy Industries. You also can select a project applicable to your own business or an organisation operating in the Creative Industries which you are already working to find solutions to a real business problem.

This unit will be organised by cluster and courses, which means you will be working with academic staff from your discipline as possible, to ensure richness and relevance of unit delivery and assessment evaluation. As such, it is highly relevant to your career, providing essential skills to create an evidence base for subsequent for business decisions. The topic will need to be agreed with the course team to ensure it is viable and the field is in line with your chosen course. In order to provide you with the skills to operationalise a research project, in one or more of these areas, you will be introduced to a range of quantitative and qualitative techniques which can be used to provide insight into these subject areas.

The Final Major Project is a demonstration of your ability to integrate the knowledge you acquired from more than one unit and subject, and to produce a final body of work that shows your readiness to graduate. The write-up of the final year project needs to follow clear academic guidelines that also show integrity (ethics), creativity, organisation, and research skills.