Minor in Creative Business Processes

Description

The Minor Concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

The management of technically, socially and artistically creative teams and individuals is central for product innovation and sales in a growing part of the Danish economy, from high-tech industries to culture, arts and entertainment. With the rising economic and socio-political importance of economic activities based on creativity, there is a need to address the specific management problems prevalent in the creative industries, arising from the intangible nature of their products, their high demand uncertainty, the extreme diversity of skills and motivations involved in their development processes, and their flexible and often temporary forms of organization.

The minor in Creative Business Processes is designed to offer specialized knowledge and skills necessary for managing business processes in creative industries. The minor's three courses complement each other in providing a sufficient base for managing creative business firms and operating in creative industries. The courses build upon and extend what is covered by general management programmes, explicating how particular creative business processes differ from general business processes, identifying the resulting managerial issues, and offering tools to address these.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
Creative Industries, Innovation and Strategy	7.5
Legal Risk Management and Intellectual Property Law in Creative Industries	7.5
Financial and Management Accounting in Creative Firms	7.5

Content

While the course *Creative Industries, Innovation and Strategy* provides an introduction to the market dynamics, structure, organization, and fundamental managerial problems in the creative industries and creative firms, the courses *Legal Risk Management and Intellectual Property Law in Creative Industries* and *Financial and Management Accounting in Creative Firms* offer further specialized analytical and managerial tools. In combination, the courses cover issues of creativity-based project management, development of experience products, competitive strategy and market organization in creative industries, IP issues related to experience products, contract issues related to creative employees, and financial accounting and control related to creative business firms, projects and fundraising.

The courses in the minor in Creative Business Processes emphasize practical relevance as well as application of managerial skills and make extensive use of real-life business cases and workshops with the participation of industry stakeholders. These cases include digital content producers, service producers, and producers of entertainment.

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
Creative Industries, Innovation and Strategy	Oral exam based on written product	7-point grading scale	Internal exam	7.5
Legal Risk Management and Intellectual Property Law in Creative Industries	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5
Financial and Management Accounting in Creative Firms	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5

Further information

The Minor in Creative Business Processes is a cross-departmental corporation between Department of Strategy and Innovation, CBS Law, and Department of Accounting.

Minor coordinator Mark Lorenzen, Associate Professor at Department of Strategy and Innovation

Study Board The minor is offered by the Study Board for the Master of Science Program in Economics and Business Administration.

How to sign up If you want to sign up for the minor, you have to select Minor in Minor in Creative Business Processes (CCMVM1021G) when you sign up for electives. You will then subsequently be signed up for all three courses. You do not have to select all three courses individually.