

Master of Science (MSc) in Cultural and Creative Industries Management

Programme Description

The Master of Science in Cultural and Creative Industries Management programme is designed to equip and nurture talent and future managers with the most advanced academic and applied industrial knowledge and management skills in the context of cultural and creative industries field with taught-based perspective. The duration of the master's programme is normally 2 years and can be extended to maximum 4 years. It can provide a pathway to more advanced cultural studies at doctoral level in the future. The programme includes the following learning modules:

- Core
- Elective
- Project Report OR Internship & Report

Modules and Courses

The table below summarises the programme structure design of MSc in Cultural and Creative Industries Management.

Course Category	Credit (Total: 30 credits)
Core (3 credits / course, all are compulsory) <ul style="list-style-type: none"> ▪ Cultural Policies and Public Cultural Institutions ▪ Heritage Revitalization ▪ Cultural and Creative Industries ▪ Creative Clusters ▪ Events and the Society 	15
Elective (3 credits / course, choose any three courses below) <ul style="list-style-type: none"> ▪ Strategic Management ▪ Smart Marketing ▪ Finance and Accounting ▪ Seminar in Emerging Technologies ▪ Research Methods 	9
Project Report <i>OR</i> Internship & Report* (6 credits / 6 credits)	6

**The Project Report OR Internship & Report must be related to the programme and should be conducted after the successful completion of all taught courses. If students choose Internship & Report, the internship duration is 600 training hours.*

Course Description

Module	Course Title	Course Description
Core	Cultural Policies and Public Cultural Institutions	Public policy and state aid feature heavily in the arts and cultural sectors in Asia. Cultural policies are resulting in major cultural development projects in the accelerated modernisation of China. These projects, including the Greater Bay Area as part of the Belt and Road Initiative will transform the life, culture and economy in these regions and around the world. This course introduces different types of creative and cultural industry organisations. It also covers theoretical and practical concepts to define and implement original strategies for organisations in complex national and international environments.
	Heritage Revitalization	Heritage revitalization is a critical level of conservation intervention that involves the adaptive reuse of a heritage building to be rejuvenated in terms of both physical and economic values. This course aims to provide the students with an advanced learning of the accepted forms of conservation in the 21st century. Focusing on the Asian cities' contexts, students would learn from the adaptive reuse practices of the current trend of revitalizing the heritage structures into cultural spaces and understand the historical background, value recognition and cultural benefits of adaptive reuse options that help build liveable community within a broader urban framework.
	Cultural and Creative Industries	The cultural and creative industries are one of the fastest growing employment sectors in Asia and there is increasing awareness of these industries' importance – not only their contribution to people's quality of life, but as a distinctive and key segment of Asia and global economy. This is a core course that introduces and defines the cultural and creative industries, not least exploring their role in society. This course will also discuss basics in cultural and creative industries, with the necessary knowledge and tools to assess critical phenomenon in the area.
	Creative Clusters	The geographic clustering of cultural and creative businesses has long been recognized as an important contributor to regional growth. By establishing a creative cluster, it advances the industry in different aspects, such as greater human resources, more effective communication, etc. This course introduces the concept of creative cluster as the method of Culture-Business-Power integration and widening of city cultural field. Students will understand the social features of city cultural field actors, specific traits of their way of living, to understand the reasons of their involving into the creative reconstruction of the city.
	Events and the Society	The events industry encompasses a wide variety of event types ranging from business events and special events to cultural festivals and sports events, catering for different clienteles and purposes. These events play a crucial role in

		achieving economic, social, environmental and political objectives by diversifying a destination's offering, revitalises communities and societies, encourage and induce positive and societal benefits through equality, inclusion and diversity. This course examines important aspects of international events management by drawing from latest cutting-edge research.
Elective	Strategic Management	This subject provides an opportunity for managers (or future managers) of cultural institutions to understand, apply, develop, and critically evaluate management strategies. It also offers an understanding and critical evaluation of the factors that contribute to successful strategic management. Common strategies in the cultural industry are embedded in the course content. Real cultural organizations will be invited to showcase real life strategies and co- develop solutions.
	Smart Marketing	This course reviews the role of traditional marketing channels, its relationship with smart technologies, and the shift to a next generation marketing mindset driven by information technology. The course also teaches practical skills to undertake a digital transformation in marketing. After this course, students will be able to address different marketing needs with digital means.
	Finance and Accounting	This subject helps students understand the main principles of finance and accounting and demonstrate the importance of these to management decision making in cultural institutions. The subject will enable the students to apply accounting principles and approaches to decision making in contemporary cultural organisations. The students will also be able to understand, analyse, and interpret financial information and integrate the result into decision making in the management level.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the cultural field. Being a crucial part of today's cultural industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the cultural industry will also be discussed.

	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and also in the specific context of cultural industries. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research.
Project Report <u>OR</u> Internship & Report	Project Report	The purpose of this course is to help students build and demonstrate their abilities to conduct an independent applied project using appropriate research techniques. Students have to identify a business or industry problem, conduct research and propose practical solutions or create new applications for business/industry development in general or for enterprises in particular.
	Internship & Report	Applying the principles of experiential learning, this course provides students an extended opportunity to connect theoretical knowledge and practical learning through training in a real work environment. After the internship, students need to complete a report to deeply reflect on the gains from the training in knowledge, skills, attitudes and values, and make suggestions for improving business practices.