



Studying in the Heart of Berlin

About bbw Hochschule – University of Applied Sciences

bbw Hochschule – University of Applied Sciences is located in the heart of Germany's creative capital, Berlin. Founded in 2007 by renowned companies, such as Siemens, Daimler, Bombardier Transportation, OTIS and Menarini, bbw offers a range of professional bachelor and master courses in Management, Transport/Logistics, Engineering and Technology. All study courses are recognised nationally and internationally.

One of the unique benefits of bbw is its close affiliation with the region's economy. bbw's extended network of partner companies allows students to spend a semester acquiring first-hand direct, practical knowledge from a local corporation. bbw University of Applied Sciences is working with highly skilled lecturers and professors who have acquired their experience in the field. This means they are able to share hands-on, practical advice with their students as part of their training. Students can also carry out practical training at a wide range of internationally renowned partner firms.

More than 2,000 young people from all over the world graduated at bbw Hochschule – University of Applied Sciences and more than 1,200 students are currently enrolled. bbw's unique international business oriented profile ensures top academic quality and excellent employment opportunities. Approximately 97 percent of our students started their careers within one year after graduation.



Based on the quality management system implemented, the bbw Hochschule – University of Applied Sciences has been certified to independently develop and run high-quality degree programmes.

Contact

We look forward to answering your questions. Contact us for more information or make an appointment.

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Management of Creative Industries

full-time study

Master's Programme
Master of Arts, M. A.

The Culture and Creative Industries (CCI) have helped turn Berlin into one of Europe's most attractive metropolises for creative professionals and young talent. The lively and dynamic artistic and cultural scene has led Berlin to become a Creative City, with new spaces regularly opening up and increasing revenues being generated as a result. Start-ups from the worlds of fashion, design, architecture and marketing as well as larger and more established companies operating in the realms of music, IT, gaming and media all use Berlin as the hub to reach new customers in their respective markets. Adding to Berlin's appeal is its affordable locational factors, its low cost of living, and of course the allure of being a hip, international and tolerant city.

The city's growth is set to continue, and the key driver will be the Digital Shift—a trend that will also bring about some major upheavals in certain areas like the print media. Only highly trained professionals can provide the innovation required to positively shape that development. Such individuals need to be able to understand and manage complex processes that span several industries.

The "Management of Creative Industries" master's programme has been specifically designed to span several sectors of the creative industry. It's the first study programme to employ a holistic approach to proactively address the dramatic changes soon to affect the industry and runs successfully for 4 years at the bbw University of Applied Sciences.

The course structure is accommodating for those already working in the industry, because the lectures take place on Friday and Saturday. Seminars and lectures are held in English – the working language of most companies active in the CCI.

Friday & Saturday block schedule
(suitable for studying part time while working)

Overview

Degree

- Master of Arts (M. A.)

Type

- Full-time

Credit Points

- 120 CP

Course Language

- English

Study Mode and Duration

- Full-time
2 Years | 4 Semesters

Course Start

- Courses start in April and October each year

Application Deadline

- For international applicants:
15th of January for the summer semester
15th of July for the winter semester

Academic Requirements

- Bachelor Degree or higher
- English Language Level B2
(Common European Framework of Reference)

Tuition Fee

- 4 installments of EUR 3,570.00
(EUR 14,280.00)

Registration Fee

- For Non-EU applicants: EUR 150.00

Perspectives

The master's degree has been designed to enable graduates to assume challenging roles in all branches of industry as junior managers, consultants or as founders of creative enterprises.

The Management of Creative Industries master's programme offers graduates the opportunity to commence their career with sound business expertise. Students will learn the modern approaches to managing companies that need special performance requirements to help teams meet difficult creative challenges. Students will also be given a detailed insight into the various sectors of the creative industry and learn about their specialties from design to fashion, game development and digital media.

This master's programme aims to develop the skills of ambitious professionals from different backgrounds to the point where they have the flexibility to work for both small and large companies operating in the creative industries. Our graduates will be those that enable creative work to occur in line with clear business goals. No matter where you see yourself working in the future, in film, music, fashion, design, architecture, marketing, the games industry or even at an IT-driven start-up, bbw University of Applied Sciences' Management of Creative Industries Master's Programme will provide you with the ideal set of skills to succeed in this exciting and dynamic economic sector.

Target Group

The study programme has been designed for the following applicants:

- Bachelor graduates (e. g. from bbw Hochschule – University of Applied Sciences) working in the fields of media, fashion, communication, and event and tourism management
- National and international bachelor graduates from the fields of media, fashion, literature, art, culture, IT and communication
- (Young) professionals with a bachelor's degree and experience in the creative industries who wish to switch to another field (e. g. print journalists who intent to work with advertising agencies and lead a team in this area).

Holistic Approach

The master's programme takes a holistic approach to address the disruptive impact the "Digital Shift" is having on society, the economy and the media. The programme focuses on innovation-development techniques such as Design Thinking to help foster your skills associated with Product Development, Intellectual Property Management, Branding, Advanced Information and Communication Technologies.

Open to Future Innovations

Our experienced teachers and professors have the know-how and business track record to impart the knowledge you will need to understand Human Resource Management, Methods and Strategies of CCI Management, Strategic Financial Planning, and Controlling. The programme also encompasses new Sharing Economy and Community Driven Marketing approaches to help prepare you for the innovative business schemata of the future.

Berlin is a Wonderful Place for Young People

The organisation "Youthful Cities" recently named Berlin the best city in Europe for young people. Jobs, public transport, internet connection as well as the local film and music scene were all assessed as part of the rating. Berlin has a lot to offer in every aspect. Adding to its appeal is the mix of different cultures and people from all around the world. But the truly special thing about Berlin is that it still has a small town feeling: Every district has its own neighborhood and unique flair.

Even more great reasons to study at the bbw University of Applied Sciences in Berlin:

Exciting Student Life: The countless bars, pubs and clubs in Berlin make for its legendary nightlife. During the day you can relax in any one of the city's affordable and stylish cafés. Or you can head to the more unusual locations like the Mauerpark in Prenzlauer Berg, the beach bars in Mitte, or the Badeschiff in Treptow.

Arts & Culture: The art scene in Berlin is constantly buzzing. Thousands of exhibitions, an impressive array of museums and cultural centers as well as innovative galleries tucked away in quiet courtyards and multicultural weekend markets are all waiting to be discovered.

Music Mecca: Berlin is known worldwide for its electric, techno and house music scene. Some of the best DJs have played here, and many record companies produce their major hits in the city.

Fashion City: You can see it on the streets and in stores: the trends of tomorrow. Luxury and glamor can be seen side by side with new looks that challenge the status quo. The diversity here has made the city's fashion scene internationally renowned.

Study Content

First Year

- Theory of Science and Methods in Research
- Cross Functional Analysis of CCI
- Innovation Development: Design Thinking and Idea Development
- Intellectual Property Management & Branding – Developing and implementing an IP Strategy
- The Power of Sharing: Community Driven Marketing
- Methods of Creative Industry Management – From Big Data to Project Management
- Strategic Financial Planning and Controlling
- Digital Entrepreneurship: Business Models – From Subscription to Freemium and Crowd
- Strategies of Financing: Project Financing, Crowd Funding, Fundraising and Public Support – Build your financing mix form different private and public sources
- Skills of Creative Industry Management – Hands-on Skills: the Toolbox

Second Year

- "Walk the Talk" Implementation techniques – Long-term survival in hybrid & international environments
- Advanced Information and Communication Technologies – ICT today and beyond tomorrow
- Production, Making and Prototyping-3D Printing – Build your own 3D Object Prototype
- Managing Talents & Leadership – Be successful in »herding cats«
- Contacts and Agreements in Creative Industries Legal Agreements – clauses and pitfalls for the Creative Class
- Student Scientific Research Seminar: New Trends

Final Examination

- Master's Thesis and Colloquium

