COURSE DETAIL

CREATIVE INDUSTRIES

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

University of London, Queen Mary

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

171

UCEAP Course Suffix

UCEAP Official Title

CREATIVE INDUSTRIES

UCEAP Transcript Title

CREATIVE INDUSTRIES

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores the foundational concepts and theories of the creative industries. Lectures typically focus on theory mainly. Too often, little attention is paid to issues of business practice and administration. This course, addresses this gap and provides the student with the relevant theories, conceptual tools, and factual information necessary to gain an understanding of, and be able to engage critically with, the realities of managing, working, and progressing within the cultural and creative industries.

Language(s) of Instruction

English

Host Institution Course Number

BUS233

Host Institution Course Title

CREATIVE INDUSTRIES

Host Institution Campus

QMUL

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

Print