Master of Creative and Cultural Industries Management
(Subject to approval by the University)

The programme is jointly offered by the Schools of A&SS and B&A. It will be offered in face-to-face mode. Students should be able to complete the programme in one year on a full-time basis, and two years on a part-time basis. Extension of study duration beyond two years is subject to approval by the Deans of the Schools.

Programme-specific entry requirements:
Students admitted to the programme should have:
(a) a recognized degree in humanities, arts or a business-related area; or
(b) a recognized degree in non-humanities, non-arts, or non-business areas, plus proven working experience in arts and/or creative industries.

Students pursuing this programme must successfully complete 60 credits* of courses as follows:

(a) 45 credits from the following core courses:
   - BUS B899F Business and Entrepreneurship Project (10)
   - MKT B896F Project and Event Management (5)
   - CAMD A891BF Creative Economy and Cultural Policy (5)
   - CAMD A892BF Art Gallery and Museum Management (5)
   - CCA A893BF File, TV and Video Industries (5)
   - CAMD A894BF Creative Industries and New Media (5)
   - AMVE A895BF Animation Art and Entertainment (5)
   - PHTO A896BF Digital Art and Photographic Representation (5)

(b) 15 credits from the following elective courses:
   For non-business majors
   - BUS B888F Integrated Business Studies for Managers (15)
   For business majors
   - ACT B861F Accounting for Corporations (5)
   - FIN B862F Treasury and Financial Management (5)
   - MGT B827F Strategic Human Resource Management (10)
   - MKT B891F International Marketing Strategies (10)

* The credit value is given in brackets at the end of the course title.