

Programme title		Creative Business		
Programme code		CB – sem1		
Semester		Fall. The semester consists of periods A (Sept-Oct) and B (Nov-Jan), each of 10 weeks. Course duration is 1 period		
Number of ECTS		30		
Language of instruction		English		
Profile of the programme		<p>Creative Business (CB) is a state-of-the-art degree program focusing on the latest developments in international marketing, media and communication, that equips its students with a blend of professional skills highly desired by employers in creative industries. We offer a solid grounding in marketing, communication, media and business theory, plus the ability to apply this knowledge to real-life cases from international creative business.</p> <p>CB`s academic offer to visiting students Unique at CB is the freedom of choice of our exchange students to compose their own appealing study package of 30 ECTS (<i>out of more than 260 ects available</i>). CB`s offer to its exchange students is two-fold:</p> <ul style="list-style-type: none"> • regular curriculum of “Creative Business”- <i>the courses are listed in the table below</i>; • one of the separate programs (info to be found elsewhere on the site) <ul style="list-style-type: none"> ➤ Media Psychology, as a whole of 30 ects, or to combine with any other course ➤ Mindful Communication, as a whole of 30 ects or per 2 (see its course guide) ➤ Creative Expression, as a whole of 30 ects ➤ Connecting Social Media with Purpose, as a whole of 30 ects <p>The character of CB Attending any of the courses in all our classes and study years, visiting students become part of CB by working together with our regular students. CB`s students come from all over the world: Uruguay, China, Bulgaria, USA, Qatar, Germany, Spain, Ghana, Canada, UK, Brazil, France, South Korea, Mexico, The Netherlands etc. Our lecturers are as international as our students and CB is known for its friendly, easy- going atmosphere and excellent student-lecturers relations.</p> <hr/> <p>Please find the list of the CB courses below, but make your choice just after you have looked into a course description.</p>		
Entry requirements		<ul style="list-style-type: none"> • Language: English B1 • Prerequisite knowledge: indicated within the course description when applicable 		
Year	period	course unit code	course title	ECTS
1	A or B	JCB-INNO.1V-22	Innovations of Creative Business	10
1	A or B	JCB-COLLAB.1V-22	Collaborative Studio	10
1	A or B	JCB-COMM.1V-22	Effective Communication	5
1	A or B	JCB-CREA.1V-22	Creative Lab	5
2	A or B	JCB-INLEAD.2V-23	Innovation Leadership	10
2	A or B	JCB-EVAC.2V-23	Effective Value Capturing	5
2	A or B	JCB-BEBUS.2V-23	Better Business Better Planet	5
2	A or B	JCB-COCO.2V-23	Coding Community	5
2	A or B	JCB-PARCUL.2V-23	Participatory Cultures	5
2	A or B	JCB-FRAMED.2V-23	Framing in the Media	5
4	A	JCB-DICI.3V-24	Digital Circularity	10
4	A or B	JCB-PEA.3V-24	The Power of Ethical Advertising	5

4	A or B	JCB-CRECO.3V-24	Decentralizing the Creator Economy	5
4	A or B	JCB-WIWI.3V-24	Wicked Problems Wise Approaches	5
4	A or B	JCB-ONBRA.3V-24	On-Brand Experience Design	5
4	A or B	JCB-DICI.3V-24	The Power of Ethical Advertising	5
Name coordinator		Ms. D.Licina, Coordinator of International Relations & International Academic Mobility		
E-mail		dragana.licina@hu.nl		