



## OVERVIEW

This unique programme responds to the growing economic importance of creative industries and will equip you with the technical skills to work in the arts, culture, entertainment and leisure sectors. You will become acquainted with, and be trained for, all careers within the social innovation sector to become a successful manager of an international creative economy.

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Reasons to choose the MSc in Creative Business

## Learning outcomes

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- Acquire competencies to manage the creative industries and understand their specific goals
- Develop capabilities for creative and social innovation
- Manage the future with a global vision by understanding cultural and social needs
- Do business in international creative and social environments