



Creative &
Cultural Industries



MASTER IN BUSINESS ADMINISTRATION IN **CREATIVE AND CULTURAL INDUSTRIES**

www.creative.fabiz.ase.ro



STARTING October 2023

DURATION 2 years

LANGUAGE English

LOCATION Faculty of Business Administration in Foreign Languages;
FABIZ Bucharest

FORMAT Blended learning, one module per month (from Friday to Sunday)

CERTIFICATION Recognized degree in Business Administration in Creative and Cultural Industries

MINIMUM REQUIREMENTS

Completion of a Bachelor's degree program, a minimum of 6 months proven experience in creative and/or cultural industries, including internships, fluency in written and spoken English.

ADMISSION PROCESS

The admission process consists of the online registration of the application file and an oral exam. Online registration includes: Curriculum Vitae in English; one letter of motivation and two letters of recommendation. The oral exam will consist of candidates presenting a project or business idea in the field of creative or cultural industries.

TUITION FEE 2.000 EUR / Year

WHY CHOOSE FABIZ?

Our University ranks 1st in Romania and 401-450th among Best Universities in the World in the field of Economy and Econometrics. FABIZ brings together +1,500 enrolled students from over 30 countries worldwide with +100 academics and business professionals involved in high impact teaching and research activity.

The Faculty is located in the heart of Bucharest's Creative District, the most lively and active point of Bucharest today. We are incubating local creative ideas for emerging businesses and projects that will contribute to the future development of our city, while offering international development opportunities through our multicultural teachers' cohort.

WHO IS IT FOR?

This program is for professionals working in any sector of the creative and cultural industries:

- Cultural Heritage
- Fashion
- Design
- Advertising
- Architecture
- Theatre & Performance
- Entertainment
- Advertising
- Visual Arts

OUR MISSION

The Romanian urban creative scenes are transforming into Creative Industries. Our mission at FABIZ is to support this development by enabling lifelong career transitions of individuals with a creative background looking to upskill and learn business and management skills in order to better run their organization or scale their projects for international reach.

OVERVIEW

Our program is designed to accommodate students already working within the industry. Combining both academic and professional practice, students engage with real-world business provocations through case studies introduced by industry leaders and our program partners:

THE INSTITUTE
ART SAFARI
EMAGIC
CASTEL STUDIOS

After the 2-year-program, students will be able to apply knowledge from:

Finance
Policy
Funding
Communication
Management
Leadership
Human Resources
Law

CURRICULUM

Managing a business or an organization operating in the cultural and artistic sector requires a set of interdisciplinary skills. Creativity is key to driving innovation but culture cannot be correctly approached without the administrative procedures. By grounding in business skills, students will gain the confidence and ability to design effective processes, in order to improve their practice and reach a higher impact in their work.

1st Semester:

Economics of the CCI

Organization and leadership in CCI

Entrepreneurship, innovation and new business models in CCI

Budgeting and KPI for CCI

2nd Semester:

Arts and culture consumer behavior and market research
in creative industries

Identify, branding and communication

Funding and fundraising for CCI

Intellectual Property Law

3rd Semester:

Sustainable management of arts and culture in community settings

Strategy and smart data in arts, culture and society

Project and event management for the cultural and creative industries

Artist management and development

4th Semester:

Governance, cultural diplomacy and the creative and cultural
industries

Ethics and academic integrity

Capstone Project internship





TO APPLY

Find all details and the application form in the Admission section, on our website www.creative.fabiz.ase.ro

Email creative@fabiz.ase.ro

Address 2-2A Calea Grivitei, Sector 1, 010731, Bucharest

