### 1ST SEMESTER
**September - January**

<table>
<thead>
<tr>
<th>Period 1</th>
<th>Period 2</th>
<th>Period 3</th>
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<tbody>
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<td>1-2</td>
<td>3-4</td>
<td>5-6</td>
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**Weeks:** 36 - 43

- **Theories of Entrepreneurship and Management in the Creative Industries** 6 EC
- **Strategic Management and Marketing Theory in the Creative Industries** 6 EC
- **Cultural Entrepreneurship and Innovation** 6 EC
- **Business Seminar** 1 EC

Choose one theories course:
- Theories of Marketing 6 EC
- Theories of Leadership and Management 6 EC
- Theories of Entrepreneurship and Innovation 6 EC
- Theories of International Management 6 EC
- Theories of Strategy 6 EC
- Theories of Digital Business 6 EC

**Thesis Proposal** 5 EC

**Master's Thesis Entrepreneurship and Management in the Creative Industries** 15 EC

### 2ND SEMESTER
**February - June**

<table>
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<th>Period 4</th>
<th>Period 5</th>
<th>Period 6</th>
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<td>6-13</td>
<td>14-21</td>
<td>22-28</td>
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**Weeks:** 23 - 51

- **Choose one course from the Business Lab:**
  - Branding 6 EC
  - Branding for Start-ups 6 EC
  - Business Strategy and Sustainability 6 EC
  - Cases in Leadership 6 EC
  - Design Driven Business Innovation 6 EC
  - Globalisation and Offshoring 6 EC
  - Marketing Metrics 6 EC
  - Mergers and Acquisitions 6 EC
  - Operational Excellence 6 EC
  - Organisation Design for the 21st Century 6 EC
  - Performance Management 6 EC
  - Retail Strategy and Marketing 6 EC

- **Choose one Thesis Workshop:**
  - Database Research 2 EC
  - Experiment Design 2 EC
  - Qualitative Research / Case Studies 2 EC
  - Social Media Research 2 EC
  - Survey Design 2 EC

  **Choose one course from the Business Lab:**
  - Business Cases in New Technology 6 EC
  - Business Negotiations 6 EC
  - Cases in Retail Marketing 6 EC
  - Change Management 6 EC
  - Corporate Venturing 6 EC
  - Cross Cultural Management 6 EC
  - Entrepreneurial Finance 6 EC
  - Entrepreneurship and Business in China 6 EC
  - International Business and Sustainable Development 6 EC
  - Managing Creativity 6 EC
  - Marketing Communications 6 EC
  - Online Marketing 6 EC
  - Social Media Marketing 6 EC
  - Strategy Consulting 6 EC
  - Sustainable Business Models 6 EC

  **Choose one Thesis Workshop:**
  - Qualitative Data Analysis 1 EC
  - Quantitative Data Analysis 1 EC

This schedule is subject to change in the following academic year.