

**Bachelor of Arts in Creative Industries (BACI)  
Program Viewbook  
Canadian University Dubai**

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## Program Overview

The Bachelor of Arts in Creative Industries (BACI) is a four-year degree that blends the fundamentals of a business program with courses in media business, design, and communication to help students become the creative leaders of tomorrow. Adapted from the prestigious Creative Industries program at Toronto Metropolitan University (TMU), the CUD BACI program will give you the skills in leadership, communication, digital literacy, and strategic thinking needed to be successful in a creative business context.

Typically, businesses in the Creative Industries are distinguished by the polarization between “suits” and “creatives” – between creative practitioners and those who manage and commercialize the creative process. At CUD, our goal is to bridge this divide through an academic program that provides opportunities that enable you to explore and understand the industry as both a creative process and a commercial activity.

## Program Requirements

Requirements	Compulsory Cr. Hrs.		Elective Cr. Hrs.		Total Cr. Hrs.	
University Requirements (GE Courses)	15		3		18	
Program Core Requirements (Core Courses)	63		9		72	
Modules Requirements (Students are Required to Select Two of the Following Modules)						
Module A: Interior Design	15	30	3	6	18	36
Module B: Media Business	15		3		18	
Module C: Communication Studies	15		3		18	
Total	108		18		126	

## University Requirements [General Education Courses - 18 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (15 Credits)				
LNG	171	English I	None	3
GED	110	Modern Art Appreciation	None	3
GED	132	Science and Technology in Society	None	3
GED	198	Islamic Culture	None	3
MTH	195	Applied Statistics	None	3
Elective Courses (03 Credits): Students are required to Select One Course from the following Pool				
GED	111	Music Appreciation and Communication	None	3
GED	196	Communication Skills in Arabic 1	None	3
GED	205	Psychology in Everyday Life	LNG 172 or LNG 182	3
GED	199	UAE Society	None	3
ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1

## Program Core Requirements [Core Courses - 72 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (63 Credits)				
ACC	340	Financial Management	BSM 200	3
BSM	100	The New Business: From Idea to Reality	None	3
BSM	200	The Growing Business: Breaking Even	BSM 100	3
BSM	300	The Mature Business	BSM 200	3
CMN	210	Text, Image and Sound	None	3
CMN	279	Introduction to Professional Communication	None	3

CMN	313	Organizational problem Solving/ Report Writing	CMN 210	3
CMN	448	Introduction to Visual Communication	CMN 210	3
CRI	100	Creative Industries Overview	None	3
CRI	200	IP Issues in the Digital Age	CRI 100	3
CRI	300	Digital Design Studio	CRI 200	3
CRI	<a href="#">301</a>	The Creative Process	CRI 200	3
CRI	400	Entrepreneurship in Creative Industries	CRI 200	3
CRI	402	HR in Creative Industries	CRI 301, BSM 300	3
CRI	403	Creative Industries Research Methodology	CRI 301	3
CRI	404	Managing Creative Enterprises	CRI 400, CRI 402, CRI 403	3
CRI	405	Studies in Creative Collaboration	CRI 402	3
CRI	406	Global Licensing/Distribution Agreements	None	3
CRI	475	Internship	Completion of 90 Cr. Hrs. & CGPA $\geq 2.0$	3
EBU	200	e-Business Fundamentals	None	3
PLX	111	Imagining the Creative City	None	3
Elective Courses (09 Credits): Students are required to Select Three Courses from the following courses				
CMN	305	Strategic Public Relation	None	3
CRI	340	Global Entertainment Marketplace	None	3
CRI	430	Canadian Media/Entertainment Industries	None	3
FSN	132	History of Art 1	None	3
FSN	203	History of Design	None	3
RTA	101	Introduction to Media Theory and Practice	None	3
RTA	427	Business of Music 1	None	3
IDF	200	Introduction to the World of Design	None	3
MKT	330	Digital Luxury	None	3

## Modules Requirements [36 Credits]

There are three Modules for Bachelor of Arts in Creative Industries and students are required to select TWO of the Modules.

### Module A: Interior Design [18 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (15 Credits)			
IDF 309	Sustainable Design	None	3
IDF 100	Elements and Principles of Design	None	3
IDF 250	Contemporary Art and Design	None	3
IDF 301	Leaping Fences: New Directions in Design	IDF 100, IDF 200, IDF 250	3
CRI 461	Big Night Project	Completion of 90 Cr. Hr.	3
Elective Courses (03 Credits): Students are required to Select One Course from the following courses			
DES 121	Design Theory	None	3
DES 221	History of Architecture and Design	None	3
IDF 300	Strategic Thinking and the Deep Dive	IDF 100, IDF 200, IDF 250	4

### Module B: Media Business [18 Credits]

Course Code	Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (15 Credits)			
RTA 315	Business of Creative Media	None	3
RTA 402	Social Media	None	3
RTA 408	Business of Producing 1	None	3
RTA 418	Ethics in Media	None	3
CRI 461	Big Night Project	Completion of 90 Cr. Hr.	3
Elective Courses (03 Credits): Students are required to Select One Course from the following courses			

CRI	350	Art and Business of Gaming	None	3
CRI	420	Media Regulation and Communication Policy	None	3
RTA	404	Advanced Media Management	None	3
RTA	415	Legal Issues in Media	None	3
RTA	488	International Media Storytelling	None	3

### Module C: Communication Studies [18 Credits]

Course Code			Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (15 Credits)					
CMN	211	Language and Power		CMN 210	3
RTA	402	Social media		None	3
CMN	269	Countercultural Communication		CMN 211	3
CMN	470	Risk and Crisis Communication		RTA 402	3
CRI	461	Big Night Project		Completion of 90 Cr. Hrs.	3
Elective Courses (03 Credits): Students are required to select One Course from the following courses					
CMN	402	Theorizing Communication		None	3
CMN	450	Participatory Media Communication		None	3
NNS	325	The Business of Journalism		None	3
IDF	300	Strategic Thinking and the Deep Dive		IDF 100, IDF 200, IDF 250	4