Program Viewbook

Bachelor of Arts in Creative Industries (BA-CI)

Program Description

The Bachelor of Arts in Creative Industries (BACI) program prepares student for management, leadership and entrepreneurial roles in communication, interior design, and business media. This is an interdisciplinary program in which students learn the fundamentals of creative industry operations, explore how to develop creative ideas into business models, along with marketing, finance, distribution, legal agreements, technology, design thinking and more. The program develops a diverse skill set that allows students to move in a variety of directions after graduation. This degree is adapted from the prestigious interdisciplinary program at Toronto Metropolitan University (TMU).

Graduates of the BACI program are prepared to enter professional roles such as Entrepreneur, Event manager, Account manager, Associate producer, and Distribution agent.

Program Learning Outcomes (PLOs)

PLO 1: Comprehend the cultural, economic, social and political forces behind the commercialization of creativity at an industry-level.

PLO 2: Define the business and management concepts and practices applicable to Creative Industries.

PLO 3: Explain the broader system of production, distribution, marketing, consumption, and regulation of the key creative industries.

PLO 4: Contribute productively to the operation of the Creative Industries by applying a synchronized knowledge of the economic, legal, political, and technological environments in which they function.

PLO 5: Demonstrate an entrepreneurial capacity to engage in independent learning and to transform creative ideas into commercial products and services through the application of business and management concepts and practices applicable to media and cultural production.

PLO 6: Implement and manage projects requiring problem solving, team building, negotiating and collaborative work practices.

PLO 7: Facilitate the work of artists, writers, designers and media makers by applying an integrated knowledge of creative and production processes and that of funding and investment structures, and by recognizing and responding to future challenges and opportunities in their sector.

PLO 8: Conduct research relevant to cultural and industry issues, formulating appropriate research questions and conceptual frameworks; employing data collection techniques and appropriate quantitative and qualitative tools and methodologies.

PLO 9: Communicate effectively in oral and written formats, using a range of media that are widely used in creative enterprises.

PLO 10: Use a range of Information Communication Technology skills and the ways in which emerging technologies are reshaping creative and business processes so as to assist creative enterprises to respond to technological change.

PLO 11: Enhance capabilities to develop professional careers in creative industries by applying a critical knowledge of the aesthetic, new theoretical and historical development of one or more creative sub sectors to practical realities of production, promotion, distribution and consumption.

Program Completion Requirements

The BA-CI degree shall be awarded to a student upon completing the following requirements:

- The student enrolled in the program must have passed 126 credit hours.
- The student must achieve a CGPA of not less than 2.0 on a scale of 4.0 points.
- The student must have earned at least 50% of credits at CUD.
- Internship and Graduation Project work must be completed at CUD.

Program Structure

University Requirements Courses	18 Cr. Hrs.
Core Courses	72 Cr. Hrs.
Modules Courses	36 Cr. Hrs.
Total	126 Cr. Hrs.

List of Courses

I. University Requirement Courses				
Course Code		**Course Title**	**Prerequisite**	**Cr. Hrs.**
Compulsory Courses				**15**
LNG	171	English I	None	3
GED	110	Modern Art Appreciation	None	3
GED	132	Science and Technology in Society	None	3
GED	191	Islamic Studies	None	3
MTH	105	Introduction to Statistics	None	3
Humanities Elective Courses (03 Credits): Students are required to select one course from the following courses				
GED	111	Music Appreciation and Communication	None	3
GED	190	Emirati Studies	None	3
GED	196	Communication Skills in Arabic 1	None	3
GED	205	Psychology in Everyday Life	LNG 172 or LNG 182	3
ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1

II. Core Courses				
Course Code		**Course Title**	**Prerequisite**	**Cr. Hrs.**
Compulsory Courses				**63**
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

Course Code		Course Title	Prerequisite	Cr. Hrs.
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	301	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 ≥ 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

III. Modules Requirements Courses

Course Code		Course Title	Prerequisite	Cr. Hrs.
Module A: Interior Design Compulsory Courses				**15**
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-ID	Completion of 90 Cr. Hr.	3
Elective Courses (03 Credits): Students are required to select one course from the following courses				
DES	110	Design Theory	None	3
DES	213	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 Compulsory Courses				**15**
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	462	Big Night Project-MB	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

INSPIRING MINDS
TRANSFORMING LIVES

Course Code		Course Title	Prerequisite	Cr. Hrs.
RTA	404	Advanced Media Management	None	3
RTA	415	Legal Issues in Media	None	3
RTA	488	International Media Storytelling	None	3
Course Code		**Course Title**	**Prerequisite**	**Cr. Hrs.**
Module C: Communication Studies Compulsory Courses				**15**
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	463	Big Night Project-CS	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

Eight Semesters Study Plan

Semester	Course Code		Course Title	Prerequisite	Cr. Hrs.
1	BSM	100	The New Business: From Idea to Reality	None	3
	CRI	100	Creative Industries Overview	None	3
	GED	132	Science and Technology in Society	None	3
	GED	110	Modern Art Appreciation	None	3
	LNG	171	English I	None	3
	Total				**15**
2	BSM	200	The Growing Business: Breaking Even	BSM 100	3
	CMN	210	Text, Image and Sound	None	3
	CRI	200	IP Issues in the Digital Age	CRI 100	3
	MTH	105	Introduction to Statistics	None	3
	PLX	111	Imagining the Creative City	LNG 171	3
	Total				**15**
3	CMN	279	Introduction to Professional Communication	None	3
	CMN	448	Introduction to Visual Communication	CMN 210	3
	CRI	300	Digital Design Studio	CRI 200	3
	CRI	301	The Creative Process	CRI 200	3
	XXX	XXX	Module 1: Required Course (1)		3
	XXX	XXX	Module 2: Required Course (1)		3
	Total				**18**
4	CRI	400	Entrepreneurship in Creative Industries	CRI 200	3
	XXX	XXX	Module 1: Required Course (2)		3
	XXX	XXX	Module 1: Required Course (3)		3
	XXX	XXX	Module 2: Required Course (2)		3
	XXX	XXX	Module 2: Required Course (3)		3
	Total				**15**
5	ACC	340	Financial Management	BSM 200	3
	GED	191	Islamic Studies	None	3
	XXX	XXX	GE Elective Course		3
	XXX	XXX	Core Elective Course (1)		3
	XXX	XXX	Module 1: Required Course (4)		3
	XXX	XXX	Module 2: Required Course (4)		3
	Total				**18**
6	BSM	300	The Mature Business	BSM 200	3
	CMN	313	Organizational problem Solving/ Report Writing	CMN 210	3
	XXX	XXX	Core Elective Course (2)		3
	XXX	XXX	Module 1: Elective Course (1)		3
	XXX	XXX	Module 2: Elective Course (1)		3
	Total				**15**
7	EBU	200	e-Business Fundamentals	None	3
	CRI	402	HR in Creative Industries	CRI 301, BSM 300	3
	CRI	403	Creative Industries Research Methodology	CRI 301	3
	CRI	46x	Module 1: The Big Night - Required Course (5)	Completion of 90 Cr. Hrs.	3
	XXX	XXX	Core Elective Course (3)		3
	Total				**15**
8	CRI	404	Managing Creative Enterprises	CRI 400, CRI 402, CRI 403	3
	CRI	406	Global Licensing/Distribution Agreements	None	3
	CRI	405	Studies in Creative Collaboration	CRI 402	3
	CRI	46x	Module 2: The Big Night - Required Course (5)	Completion of 90 Cr. Hrs.	3
	CUD	475	Internship **	Completion of 90 & CGPA ≥ 2.0	3
	Total				**15**
** Students are advised to complete the Internship in the summer semester					
Total Credit Hours					**126**