

Semester 1 - FALL:

period **A** (Sept-Nov) and period **B** (Nov-Jan)

Year 1 <i>Pay attention to a period in which the courses are offered. Students can follow 3 courses per period</i>		
course code	course name	year
JCB-COMM.1V-22 5 ects	Effective Communication – in period A or B In this course, students will learn about the theoretical foundations of communication, which is vital for the understanding of any communication-related field of science and practice. You will be introduced to communication as a field of science and you will gain essential knowledge about how this field developed and what it involves today. Namely, you will learn about the characteristics and functions of communication as proposed by various academic schools of thought. To apply this knowledge, you will examine case-studies relating to business, interpersonal and intercultural communication. You will also have an opportunity to practice a number of professional skills in the context of this new knowledge: speaking in front of an audience to present a case or an idea.	1
JCB-CREA.1V-22 5 ects	Creative Lab – in period A or B Creativity is crucial in the field and for today's media and/or communication professional. It makes no difference whether it concerns journalistic productions or communication advice, a user interface or market strategy, creativity is always needed in all these cases to realize a catching professional product. The Programmes expect us to be able to apply your creativity often and in many different areas. During the Creativity course students will learn how to come to creative solutions by using different methods and how to arrange creative processes. Students will realize and do a presentation on a creative process, but above all, work on your own creative skills. Students will use a "Dummy", will record the personal creative process and development and will be able to communicate and present the process	1
JCB-COLLAB.1V-22 10 ects	Collaborative studio – in period A or B Group-based projects and collaborative teams are typical of the creative industries today. From product designers to marketing planners to strategists and beyond, collaboration is key across the creative businesses. As such, it is	

	<p>essential that we equip you with the appropriate behaviors, best practices and skills to navigate this working method.</p> <p>We will guide you to (further) develop your competences linked to life-long learning (including team work, professional behavior, and agile working using SCRUM), critical thinking (including assessing situations from multiple viewpoints as well as reflecting on work), creative thinking (like devising new ways to approach challenges and providing unorthodox solutions), and commercial excellence (by understanding and interpreting client needs to create value for all parties).</p> <p>We will do this by mimicking the professional field as closely as possible, having you work in teams, creating creative content for your fictive, yet demanding client.</p> <p>By reflecting on your progress each week and working actively with feedback from different parties (coach, client, peers and self), you will take a step in growing into a professional of the future within the creative industries.</p>	
<p>JCB-INNO.1V-22</p> <p>10 ects</p>	<p>Innovations of Creative Business – period A or B</p> <p>The world is constantly changing, and the work of a company becomes less and less relevant by the day. To continue growing, Creative Business professionals must adapt and, in some cases, completely reinvent their companies. What does it take to make a business succeed? Entrepreneurs have to think about a lot of things:</p> <ul style="list-style-type: none"> • 'Is my product/service adding real value to the customer's life?' • 'Do I have the right infrastructure to effectively execute my business model?' • 'Am I going to make more money than I spend?' • 'Is it the most effective business model in light of external factors like competition, technological change, and regulation?' <p>They must examine their business model regularly for issues or potential disruptors. Those who underestimate the impact of the changing environment on their business models, pay a high price (think of Kodak, Blockbuster etc) In this course, you will take the first step in your entrepreneurial journey. Thoughtfully and methodically, you will investigate a struggling company's business model and the environment the company operates in. You will look for defects, potentially disruptive problems, and opportunities to enhance or reinvent a business. You'll take a company that is destined to become the next Kodak or Blockbuster and transform it into a valuable, profitable innovative Creative Business.</p>	

YEAR 2		
JCB-INLEAD.2V-23	<p>Innovation Leadership - <u>in periods A or B</u></p> <p>Innovation involves the utilization of ideas in solving problems, and improving the way we do things in creating new products, services and organizations and in managing change, creativity and innovation. Decentralized networking and collaborative innovations are important driving factors for any business to stay relevant over a period. Increasing competition, changing market and political forces and climate change require that innovation is not an afterthought.</p> <p>In this course students demonstrate ability, collaboration skills and emotional intelligence to become and be an <i>innovation leader</i>, to establish and validate innovation for an organisation/brand and determine its viability.</p> <p>You will do this by working on a challenge and demonstrating your leadership skills by creating a new concept that is feasible, always keeping in mind technology, finances and its societal impact.</p>	
JCB-EVAC.2V-23	<p>Effective Value Capturing, <u>in period A or B</u></p> <p>Have you ever pondered the method by which businesses capture the value they create? Why is the iPhone so pricey, Netflix so reasonable, and YouTube free? And yet, we pay without hesitation. Have you ever questioned the reasoning behind these prices? In business, being smart and savvy is key, and capturing the value you bring to the table is crucial. This course delves into the complex world and the critical role of pricing strategies in correlation with brand equity in capturing value. Based on thorough research of customers, competitors and market data, you will understand the underlying motivations behind each price point and how to gain an edge over the competition. You will learn to make strategic pricing decisions that maximize your revenue and secure the future of your company. And this is key to business success. For the final assignment you will deliver a well-founded pricing strategy, including a scenario analysis to assess its effectiveness.</p>	
JCB-BEBUS.2V-23	<p>Better Business Better Planet <u>in period A or B</u></p> <p>Today, humanity is facing a range of “wicked” problems such as famine, conflict, pollution, climate deregulation, and environmental degradation. In this course, you will learn about these challenges, their roots and, most importantly, what you could do to address them as creative business professionals.</p>	2

	<p>Throughout this course, you will learn about the UN Sustainable Development Goals, planetary boundaries and “doughnut economics”. You will also explore tools and frameworks that can help you start up and run businesses that are sustainable not only financially, but also environmentally and socially (value mapping tools, sustainability-oriented business models). We will discuss how sustainable business practices can contribute to the SDGs and will learn to evaluate the effectiveness of the current business strategies in contributing to the SDGs. We will also look into more future-oriented approaches to sustainability – moving from damage minimization towards regeneration of planetary resources through sustainable business practices.</p> <p>Assignments will include business cases, essays, debates, and a strategic plan to make a business sustainable and future-proof. Are you ready to learn how you can be an agent for a better planet?</p>	
<p>JCB-PARCUL.2V-23</p> <p>5 ect`s</p>	<p>Participating Cultures, <u>offered in period A and B</u></p> <p>Participation is a key word in today's society, adopted by businesses, governments and cultures. It implies virtues of co-creation, empathy and togetherness. With participatory culture we mean a specific type of culture though. Gamers, fans, hackers are examples of technology and media communities which are often described as participatory cultures. These global communities bridge different (media) platforms, nationalities, and businesses. Henry Jenkins popularized the concept of participatory cultures, and it has been applied as a concept to examine the common ground between media, technology and culture. Our common goal is to gain deep insights about emerging participatory cultures, which are self-organized and natural communities made possible by new media and technologies. Through innovative ethnographic methods, you immerse yourselves in these global communities. You will also analyse your own involvement in a participatory culture of your choice.</p>	2

JCB-FRAMED.2V-23	Framing in the Media, <u>offered in period A and B</u> This course teaches students how news media and organisations (private and public) interact through public relations in the public sphere. By doing this, they inevitably 'frame' issues, actors, and stakeholders from specific political, social, and cultural perspectives. Being able to understand and analyse this complex relationship is the first important step before communication experts can devise efficient campaigns and strategies for their organisation's reputation management - be it to introduce a new product, service, policy or a crisis situation that needs immediate communication solutions. In the first part of the course, students learn how framing in the media works and how to analyse news stories (and thus public discourses) by spotting the different perspectives about relevant issues and actors. In the second part, students use their insights from the previous analysis to apply professional communication (written and spoken) for designing and distributing their own framing of a relevant story on behalf of a client (a public or private organisation). They learn how to use different media formats to prepare a press pack and press conference.	
YEAR 3		
No courses are offered, as the CB students have internships and minors as a part of their curriculum in the 3rd year		
YEAR 4		
JCB-DICI.3V-24	Digital Circularity, <u>offered in period A</u> In this course, you will step into the shoes of a visionary industry leader, equipped with unparalleled strategic vision and a dynamic creative thinking, rooted in critical thinking and an ability to navigate the complex global landscape beyond hegemonic Euro-centric perspectives. You'll learn to analyze, strategize, and provide actionable advice to an industry that is undergoing a twin transition, a convergence between moving towards digital futures and circular economies. In the form of an online conference intervention or a webinar, you'll embody an expert that plays a pivotal role in helping key industry managers make their operations more resilient and future-proof. But it doesn't stop there—this course challenges you to explore the intricate dance between the role of new technologies in sustainable/regenerative transitions all while being conscious of their environmental impact. Your interventions will be rooted in a critical lens, fueled by in-depth desk and field research, and futuristic mapping. You will transform your insights into actionable advice, crafting a roadmap that guides industry stakeholders towards a future that is digital and green.	4

<p>JCB-PEA.3V-24</p> <p>5 ects</p>	<p>The power of Advertising, <u>offered in period A and B</u></p> <p>In this course, students will delve into the intricate relationship between brand purpose in advertising campaigns and their societal impact. They will select a campaign and assess how it influences society, focusing on cultural, economic, environmental, or societal aspects.</p> <p>Students will employ a mix of research methods, including desk research and field research, such as conducting focus group sessions with the campaign's target audience and engaging with subject matter experts. This approach aims to uncover how brand stories shape collective behavior and explore the campaign's ethical and societal implications. Using established DEIB and behavioral design models, students will analyze data from focus groups and expert discussions to realign the campaign's objectives towards greater ethical impact and societal change.</p> <p>The culmination of the course will see students translating their research into an adjusted strategic brief, utilizing an equity perspective to enhance the campaign's ethical influence. They will also develop tangible metrics for assessing ethical impact in advertising. Throughout the assignment, students will incorporate DEIB principles in media and communication to craft a transformative creative strategy that emphasizes social change.</p>	
<p>JCB-CRECO.3V-24</p> <p>5 ects</p>	<p>Decentralising the Creator Economy, <u>offered in period A and B</u></p> <p>In this course we explore how the creator economy is evolving from the current 'influencer led economy' towards a completely new model where the creator and their communities are put at the heart of everything. You will start by getting a really good understanding of the creative pains that the creators of your choice currently feel, in a platform of your choice and in their industry as a whole. From there onwards you will start designing your very own decentralized platform economy, one that puts the creators back in control. In the classes you will be given all the building blocks needed to design your very own model, and it is up to you to show your Creative Strategic thinking and combine the relevant building blocks in a way that make the world a better place for your creatives! We offer three types of workshops, and we try to keep it a 'no slide course' as much as possible!</p> <ul style="list-style-type: none"> • Practical workshops with building blocks and real-life examples (such as token design, decentralized business models etc.) • Creative workshops (in which you will use tools that you can directly apply to your own case) • Formative feedback sessions (individual and/or in small groups) 	<p>4</p>
<p>JCB-NAWI.3V-24</p>	<p>Systems Entrepreneurship, <u>offered in period A and B</u></p>	<p>4</p>

5 ects	<p>This course will challenge you to tackle some of the most difficult and urgent problems facing the world today. You will learn how to apply systems thinking to analyze complex situations that involve multiple actors, interests, and perspectives. Working in teams, you will empathize with different stakeholders, such as businesses, society, NGOs, and governments, and understand their needs, values, and motivations.</p> <p>By using role-play, we will enact negotiations where you will use your creativity and empathy to come up with solutions that take into account the needs of all stakeholders involved.</p> <p>By the end of this course, you will be able to propose a clear and convincing action plan to address a specific 'wicked' problem. You will also reflect on your own learning journey and how you have developed the competencies required for this course.</p>	
JCB-ONBRA.3V-24	<p>On-Brand Experience Design, <i>offered in period A and B</i></p> <p>In this course, we will empower you with the skills to predict and shape the brands of tomorrow. Throughout the semester, you will embark on a journey of insightful analysis and strategic thinking to understand and influence the future landscape of global brands.</p> <p>You will dive into the world of global brands, conducting a comprehensive analysis to uncover their purpose, values, positioning, and target audience; develop a deep understanding of a brand's meaningful reason for existence and its persona through insightful analysis; utilize future foresight tools to analyze the broader context, forces, and novel developments influencing the business environment; explore possible future scenarios for brands, emphasizing the role of technology in shaping Brand Experience (BX) and creating value for both consumers and brands; cultivate creative thinking skills to envision innovative future brand experiences; develop strategic solutions that integrate the brand's purpose, consumer intelligence, and emerging technologies to create compelling and value-driven brand experiences.</p> <p>By the end of this course, you will emerge equipped with the knowledge and skills needed to predict, influence, and craft the future of brands.</p>	4