

Format HUweb Exchange Programmes

Part 1: General information about exchange programme ('front page'):

Programme title	Creative Business		
Programme code	CB-sem2		
Semester	Spring, divided in 2 periods: C (Feb/Apr) and D (Apr/June)		
Number of ECTS	30		
Language of instruction	English		
Programme description	<p>Creative Business (CB) is a state-of-the-art degree program focusing on the latest developments in international marketing, media and communication, that equips its students with a blend of professional skills highly desired by employers in creative industries. We offer a solid grounding in marketing, communication, media and business theory, plus the ability to apply this knowledge to real-life cases from international creative business.</p> <p>CB's academic offer to visiting students</p> <p>Unique at CB is the freedom of choice of our exchange students to compose their own appealing study package of 30 ECTS (<i>out of 170 that we offer in spring</i>). CB's offer to its exchange students is two-fold:</p> <ul style="list-style-type: none"> regular curriculum of "Creative Business"- the courses are listed below; <i>please see the course description via hyperlink</i> program "Media Psychology", <i>as a whole or to combine with CB courses</i> <p>The character of CB</p> <p>From day one you work in cross-cultural international teams of students, on cross-border projects.</p> <p>Being allowed to attend any of the courses in all our classes and study years, visiting students become part of CB by working together with our regular students. CB's regular students come from all over the world: China, Bulgaria, USA, Qatar, Germany, Spain, Ghana, Canada, UK, Brazil, France, South Korea, Russia, Mexico, The Netherlands etc. Our lecturers are as international as our students and CB is known for its friendly, easy-going atmosphere and excellent student-lecturers relations.</p> <hr/> <p>Please find the list of the CB courses below, but make your choice just after you have looked into a course description.</p>		
Entry requirements	<ul style="list-style-type: none"> English B2 Prerequisite knowledge: if applicable, indicated within the course description 		
YEAR 1	period	Course code	Course title
	C	JCB-RELAME.1V-18	Research Lab& Methods
	C or D	JCB-MECU.1V-18	Media Culture
	C or D	JCB-CONBE.1V-18	Consumer Behavior
	C or D	JCB-NBM.1V-18	New Business Models
	C or D	JCB-CREA. 1V-18	Creativity
	D	JCB-REANTO.1V-18	Research Analysis& Toolkit
YEAR 2	C or D	JCB-GLOWOR.2V-18	Global Work
	C or D	JCB- GLCAST.2V-19	Global ... Strategies

	C	JCB-FRAMED.2V-18	Framing in the Media	5
	C	JCB-INFAUD.2V-18	Influencing your audiences	5
	C	JCB-BRAFUN.2V-18	Fundamentals of Brand	5
	C	JCB-EXCUDI.2V-18	Exploring Cultural differences	5
	D	JCB-ADVMAR.2V-18	Advanced Marketing	5
	D	JCB-MANCRE.2V-18	Managing Creatives	5
	D	JCB-INTEXP.2V-18	Interactive Experiences	5
	D	JCB-PARCUL.2V-18	Participatory Cultures	5
YEAR 4	C	JCB-CIRCIN.3V-19	Circular Innovation	5
	C	JCB-GROWTH.3V-19	Growth Hacking	5
	D	JCB-AICREA.3V-19	AI and Creativity	5
	D	JCB-BUBREX.3V-19	Building Brand Experiences	5
Program coordinator	D. Licina			
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Find full course description [here](#)