



**MA**  
**Arts, Business**  
**& Creativity**



**A**  
**New**  
**Perspective**



## Programme description

The MA in Arts, Business and Creativity provides an entrepreneurial education for creative graduates who want to start-up, develop, manage, and grow a business or freelance career in a creative industry.

The programme has been created by the Business School in consultation with the School of Arts and Cultures and key stakeholders from creative industries. It examines the theoretical aspects of the creative industries and the social, cultural, economic, political, and, increasingly, international contexts in which they operate.

## Who is the programme for?

This programme has been designed specifically for individuals with some involvement or experience of creative industries. It is aimed at those wishing to turn their artistic and creative talents to a viable career or business start-up, or for those involved in developing and growing enterprises within the sector. The programme has been developed in conjunction with industry practitioners and provides students with the opportunity to work in teams and run their own real business, as well as engage in practical business-focused projects and consulting.

## Student profile

*'It took me two years of searching for the appropriate program in various countries and then I found Newcastle University's MA in Arts, Business, and Creativity! Suddenly I had come upon what I was looking for...The warm welcome, the high expectation of students' creative output, and the passion for continuing education which was evident from the professors I met, turned out to make this program the right one for my hopes and needs.'*

**Lindsay Schlessor, USA**  
Graduated with Distinction from the MA in Arts, Business and Creativity in 2010





## Programme structure

The programme is modular in structure, comprising 180 credits, which are studied on both a full-time (12 months) and part-time (24 months) basis. All students take the following compulsory modules:

### Compulsory modules (180 credits):

- Arts as enterprise - freelancing in arts and culture 1 (20 credits)
- Business enterprise for postgraduate students (20 credits)
- Understanding and managing creativity (20 credits)
- Enterprise and entrepreneurship (20 credits)
- Creative industries (10 credits)
- Research methods (20 credits)
- Business enterprise policy (10 credits)
- Arts, business and creativity extended project- dissertation (60 credits)

## Professional skill development

On a professional level, students will develop applied skills in:

- The formulation of business, marketing and promotional plans suitable for use within the creative industries;
- The development and application of advanced management tools and techniques to support profitability, sustainability, and growth within the context of commercially creative work;
- Decision-making, critical thinking and an ability to act autonomously in planning and implementing projects at a professional level; and
- Strategic and creative thinking, recognising the need for change and the ability to proactively manage this change.



## Entry requirements

Candidates should normally hold a minimum upper second class first degree (2:1) or international equivalent, preferably in any subject that provides a basis for an involvement in the creative industries (e.g. fine art, music, creative writing, design, media studies, business and management studies).

Candidates demonstrating relevant professional or hobby experience in the creative industries (advertising, architecture, art, crafts, design, fashion, film, music, newspapers, performing arts, publishing, radio, R&D, software, television, toys and games, video games) are encouraged to apply!

Applicants whose first language is not English require IELTS 6.5 or equivalent, with no less than 6.0 in any element. Pre-sessional courses in English language are provided by the University and successful completion of these may be a condition of entry.

## Fees per academic year 2011/2012

UK/EU:	
Full time	£5,200
Part time	£2,600
International:	£14,840

## How to apply

To make an application, please complete the online application form which is available via the website at: [www.ncl.ac.uk/postgraduate/apply/](http://www.ncl.ac.uk/postgraduate/apply/)

Due to the popularity of our programmes we recommend that all candidates apply at their earliest convenience.

For more information, visit:

[www.ncl.ac.uk/nubs](http://www.ncl.ac.uk/nubs)  
[www.ncl.ac.uk/enquiries](http://www.ncl.ac.uk/enquiries)

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