



MASTER OF SCIENCE IN

MANAGEMENT AND LEADERSHIP IN CREATIVE TECHNOLOGIES

Degree Structure

Program Core		
Course Code	Course Name	Credit Hours
BUS575	Fundamentals of Project Management	3
ENT555	Leadership and Management	3
CTL511	Understanding the Business of Creative Industries	3
CTL525	Professional Ethics and the Law	3
CTL535	Strategic Marketing in Creative Enterprises	3
CTL540	Culture and Globalization	3
CTL581	Metrics and Data Analytics	3
Total Credits		21

Recommended Elective Courses (Choose 3 courses)		
Course Code	Course Name	Credit Hours
BUS510	Business Analysis	3
BUS520	Risk Analysis and Management	3
BUS576	Essentials of Agile and Scrum Project Management	3
CTL541	Leading and Managing Change	3
CTL543	Conflict Management	3
CTL560	Creative Design Thinking for Leaders	3
ENT520	Business Models and Planning	3
ENT540	Negotiation, Sources and Uses of Power	3
ENT550	Digital Transformation and Social Media	3
Total Credits		9

Leadership Capstone		
Course Code	Course Name	Credit Hours
CTL590	Leadership Experience Lab	1
CTL595	Leadership Capstone A	2
CTL596	Leadership Capstone B	2
Total Credits		5

Program Core	21
Electives	9
Leadership Capstone	5
Total Credits	35