



RĪGAS TEHNISKĀ UNIVERSITĀTE

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Study programme "Creative Industries"

Main attributes

Title	Creative Industries
Identification code	IBZ0
Education classification code	43217
Level and type	Academic Bachelor Study
Higher education study field	Management and Administration, Real Estate Management
Head of the study field	Inga Lapiņa
Department responsible	Faculty of Engineering Economics and Management
Head of the study programme	Deniss Ščeuļovs
Professional classification code	
The type of study programme	Full time, Extramural
Language	Latvian
Accreditation	25.08.2016 - 31.12.2020; Accreditation certificate No 2019/06
Volume (credit points)	120.0
Duration of studies (years)	Full time studies - 3,0; Extramural - 4,0
Degree or/and qualification to be obtained	
Qualification level to be obtained	The 6th level of European Qualifications Framework (EQF) and Latvian Qualifications Framework (LQF)
Programme prerequisites	

Description

Abstract	<p>Culture and creativity-based industries (architecture, design, cinema, performing arts, visual arts, music, crafts, fashion, publishing, tech, television, radio and interactive media, advertising, computer games and interactive software, etc.) currently account for a considerable amount of jobs and is a significant source of prosperity in the world.</p> <p>Several EU-level studies (The Economics of Culture in Europe, KEA, 2006; EU Competitiveness Report 2011; EP Report on a coherent EU policy for cultural and creative industries, 2016) highlight the potential of cultural and creative industries, as well as, based on quantitative indicators, point out that culture, including the creative industries, is the driving force of the economy and the fastest growing economy sector. 11.2% of private companies and 7.5% of all employers in Europe are involved in the creative industries sector, (EP Report on a coherent EU policy for cultural and creative industries, 2016). In Latvia more than 10k companies employing more than 70K people operate in the field of creative industries and related industries. Every year the number of companies grow progressively. Thus, the creative industries are also developing rapidly in Latvia. In general, the creative industries and related industries constitute about 8%-10% of the total number of companies and employees, net turnover, added value created and exports with in the Latvian economy, which is similar to other EU countries. (Klāsons, 2013). Only cross-sectoral cooperation leads to innovation (Creative Economy Report, UN 2008, iii) - these arguments are taken into account in the creation of a new creative industry program combining competences of arts and business to enhance the ability of program graduates to create innovative products and services, creative content and experience, which would contribute to their ability of operating in the environment which is rapidly changing and full of challenges.</p>
Aim	<p>The general objective of the academic bachelor study program "Creative Industries" is to prepare creative and motivated interdisciplinary specialists for work in creative industries, namely, in various industry companies, various business forms, with an in-depth understanding of cultural and artistic processes and the desire to promote the growth of Latvian national economy and cultural and creative industries.</p> <p>The aim of the program is to provide students with the opportunity to acquire theoretical and professional knowledge in creative industries. It will prepare versatile, competitive creative industry specialists. The program brings together arts and business skills to enhance the program's graduates' ability to create innovative products and services, creative content and expertise, which would contribute to their ability of operating in the environment which is rapidly changing and full of challenges.</p>

Tasks	<p>General tasks of the study program:</p> <ul style="list-style-type: none"> - To provide students with interdisciplinary knowledge in the areas of culture, art, business and creativity, to form specialist skills and develop competences in accordance with labor market requirement, - To provide competitive second level academic higher education, which corresponds to international standards and to prepare students for practical work, to strengthen both the employee and employer skills of the students, motivating them to become employers and create start-ups, to develop scientific research skills and to promote their use, -To encourage the students to have thorough understanding of the cultural and artistic processes, to develop their personality and creativity, the ability to see the business potential in creative practices and to develop the motivation of students to work in creative industries, - To stimulate students' interest in cultural and societal developments, trends in creative business, examples of good practice, research, - To develop the student's business skills, work planning and presentation skills, cooperation and communication skills, involving students in industry activities and companies during their studies, - To raise students' interest in creative industries, business environment, to stimulate students' development as a positive, modern, responsible and capable personality, who can act independently and make independent decisions, - To promote interaction between academic staff and students in carrying out scientific research and practical application of the obtained results in accordance with international standards and trends in the field of industrial design, - To stimulate students' interest in further education and improvement, accumulation of academic and professional knowledge, - To promote and develop international exchange of academic staff and students and their participation in projects.
Learning outcomes	<p>Graduate of this study program (planned results):</p> <ul style="list-style-type: none"> - Is capable of applying the acquired theoretical and practical knowledge in the field of creative industries by developing the products, which are innovative, artistic and competitive in the market, - Is capable of seeing and using the potential of cultural and artistic contribution to the creation of innovations and can analyze cultural, artistic, economic and other preconditions that justify the necessity of creating a new product, - Is capable of developing conceptual solutions of products in accordance with customer needs and requirements of the market, can present them to the target audience using modern communication channels, - Is capable of working in teams, participate in teamwork, is creative and critically minded, motivated and interdisciplinary educated, - Is capable of creating jobs themselves, creating start-ups, joining the business environment, turning from employee into employer, - Is capable of thoroughly understanding the cultural and artistic processes, promoting the growth of cultural organizations and creative people and the development of creative industries in Latvia.
Final/state examination procedure, assessment	<p>The results are evaluated according to 2 quantitative criteria - the 10 point scale of the assessment and the number of credit points received, when a study course is successfully completed.</p> <p>The basic forms of assessment are exam, test and work, which must be completed at the end of each study course.</p> <p>Bachelor's thesis.</p> <p>Evaluation criteria for defending are:</p> <ul style="list-style-type: none"> - Novelty of the research topic and ability to develop it - compliance of the work with the direction and level of the study program, - Wording accuracy for the topic and the ideas, - Logical sequence of the ideas and their representation in the content index, - Balance between bachelor thesis parts, - Relevance of the literature used in the work and students' familiarity with the scientific literature on the topic of the research, - Ability to draw conclusions, to justify conclusions in summary of work, - Grammatical and stylistic aspects of the research work in the main text of the thesis, as well as in the attached annotations, - Skills of presenting the research and the obtained practical results, - Ability to argue with reviewer of work in an academic manner during the defense of thesis, - Presentation of references in accordance with the requirements of the LCA and RTU Methodological Instructions, - Practical application of the work, research work design. <p>Degree "Bachelor of Arts in Creative Industries" is awarded after the completion of theoretical courses, practical assignments and defense.</p>
Description of the future employment	<p>Graduates of the study program will be specialists who will be able to offer versatile innovative solutions. Graduates will be able to work in the business sectors of creative industries, culture, arts, design and related industries, will be able to create new products and services themselves, start businesses, participate in the start-up businesses, work in companies of the creative industries and cultural organizations, organize projects and events, support creative individuals in their career development, promoting cultural and creative industries in different sectors. Graduates of the program will also be able to carry out research in the field in order to raise public awareness of the importance of creative industries.</p> <p>General and specialized study subjects in the field of studies will contribute to forming broad spectrum of interests and interdisciplinary competences of the students, and will form the basis for their further studies in the Master's program.</p>
Special enrollment requirements	<p>The following candidates can be enrolled in the study program "Creative industries":</p> <ol style="list-style-type: none"> 1) applicants with general secondary education. It is mandatory that they have passed centralized exams in mathematics, English (or German or French) language; Latvian language (until 2011 - centralized exam in the Latvian language and literature). 2) applicants with vocational secondary education. It is mandatory that they have passed centralized exams in mathematics, English (or German or French) language; Latvian language (until 2011 - centralized exam in the Latvian language and literature). 3) applicants with first level higher professional education in the humanities, social sciences.
Opportunity to continue studies	

Courses

No	Code	Name	Credit points
A		Compulsory study courses	61.0
1	LKA100	Introduction to Conception of Culture and Arts	2.0
2	LKA101	Introduction to Antropology of Arts	2.0
3	LKA103	World Literature	2.0
4	LKA108	Cultural Heritage	2.0
5	LKA110	Business English and Etiquette	8.0
6	LKA114	Research Methodology and Academic Writing	2.0
7	LKA115	Creative Industries (Study Project)	4.0
8	ITA707	Economics	3.0
9	IUF732	Accounting and Finance	3.0
10	IVZ796	Social Responsibility and Business Ethics	2.0
11	DMS726	Business Mathematics and Statistics	4.0
12	IVZ795	Entrepreneurship	4.0
13	IVZ800	Business and Labor Law	3.0
14	LKA116	History of Art and Contemporary Art Market	4.0
15	LKA117	Contemporary Performing and Audivisul Art	4.0
16	LKA118	Introduction to Studies and Creative Industries	5.0
17	LKA119	Cultural Management and Practical Cultural Policy	4.0
18	LKA120	Legal Regulation of Creative Industries	2.0
19	ICA104	Civil Defence	1.0
B		Compulsory elective study courses	39.0
B1		Field-specific study course	39.0
1	LKA200	Event Management and Technical Production	3.0
2	LKA201	Art and Entrepreneurship	2.0
3	LKA206	Logics and Argumentation	2.0
4	LKA205	Creative Thinking	2.0
5	LKA208	Public Speech and the Culture of Latvian Language	4.0
6	LKA209	Theories of Communication	2.0
7	LKA211	Arts Marketing and Fundraising	2.0
8	IVZ798	New Product Design	4.0
9	IVZ794	Information Technology and Business Intelligence	4.0
10	IUI700	E-commerce	2.0
11	IUI701	Marketing	4.0
12	LKA212	Cultural and Creative Industries	8.0
C		Free elective study courses	4.0
D		Practical Placement	6.0
1	IUI702	Internship in an Organisation	3.0
2	LKA302	Internship in an Organisation	3.0
E		Final examination	10.0
1	LKA401	Bachelor thesis (LKA)	5.0
2	IVZ833	Bachelor thesis	5.0