

## Study programme "Creative Industries"

### Main attributes

Title	Creative Industries
Identification code	IBZ0
Education classification code	43217
Level and type	Academic Bachelor (First Cycle) Studies
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	Rita Greitāne
Professional classification code	
The type of study programme	Full time
Language	Latvian
Accreditation	26.05.2021 - 27.05.2027; Accreditation certificate No 2022/35
Volume (credit points)	180.0
Duration of studies (years)	Full time studies - 3,0
Degree or/and qualification to be obtained	Bachelor of arts in creative industries
Qualification level to be obtained	The 6th level of European Qualifications Framework (EQF) and Latvian Qualifications Framework (LQF)
Programme prerequisites	General or vocational secondary education

### 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 study 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"> <li>- to provide students with cross-disciplinary knowledge in the fields of culture, arts and entrepreneurship and creativity, to develop specialist skills and competencies in line with the labor market requirements;</li> <li>- to ensure a competitive second-level academic higher education in line with international standards and prepare students for practical work, to strengthen the employer and employee competencies of students by motivating them to become employers, to establish start-ups;</li> <li>- to promote an in-depth understanding of cultural and artistic processes, personal growth and creativity, the ability to see business potential in creative practices and to develop the motivation of students to work in the creative industries;</li> <li>- to develop entrepreneurial skills, job planning and presentation skills, collaborative and communication skills, involving students in sectoral activities and businesses during studies;</li> <li>- to develop and promote the use of research skills, to facilitate cooperation between the academic staff and students in the area of scientific research and practical exploitation of the results obtained in accordance with international standards and trends;</li> <li>- to promote and develop international student and staff mobility and participation in the projects;</li> <li>- to promote interest in further education and development, advancement of academic and professional knowledge.</li> </ul>
Learning outcomes	<p>As a result of mastering the study program, the graduates:</p> <ul style="list-style-type: none"> <li>- are able to evaluate cultural and artistic values, understands processes and potential of the cultural heritage and contemporary culture, the specifics of operation of cultural organizations;</li> <li>- are able to integrate in the business environment, create jobs for themselves, establish start-ups, understand economic regularities, are competent in the economic performance of enterprises;</li> <li>- understand the specifics of creative industries, their economic, political, social and legal context, understand the needs of different areas of creative industries and factors affecting the work environment of creative companies in Latvia;</li> <li>- are capable of independently obtaining, selecting, analysing information, applying research methods and professional terminology of creative industries in Latvian and a foreign language, are able to present the results of their research and substantiate their opinion;</li> <li>- are capable of developing innovative, artistic, competitive products and services according to the needs of the customer and good design principles, are competent in models of funding for cultural and creative industries;</li> <li>- are able to offer goods and services to relevant market audiences by using modern communication channels, information and communication technologies;</li> <li>- are capable of applying the obtained knowledge in practice, in different areas of creative industries, analysing business performance, understanding the interdisciplinary nature of creative industries; are able to cooperate, participate in teamwork, acting ethically, socially responsibly and decisively.</li> </ul>
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"> <li>- Novelty of the research topic and ability to develop it - compliance of the work with the direction and level of the study program,</li> <li>- Wording accuracy for the topic and the ideas,</li> <li>- Logical sequence of the ideas and their representation in the content index,</li> <li>- Balance between bachelor thesis parts,</li> <li>- Relevance of the literature used in the work and students' familiarity with the scientific literature on the topic of the research,</li> <li>- Ability to draw conclusions, to justify conclusions in summary of work,</li> <li>- Grammatical and stylistic aspects of the research work in the main text of the thesis, as well as in the attached annotations,</li> <li>- Skills of presenting the research and the obtained practical results,</li> <li>- Ability to argue with reviewer of work in an academic manner during the defence of thesis,</li> <li>- Presentation of references in accordance with the requirements of the LCA and RTU Methodological Instructions,</li> <li>- Practical application of the work, research work design.</li> </ul> <p>Degree "Bachelor of Arts in Creative Industries" is awarded after the completion of theoretical courses, practical assignments and defence.</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 study 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"> <li>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).</li> <li>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).</li> <li>3) applicants with first level higher professional education in the humanities, social sciences.</li> </ol>
Opportunity to continue studies	

**Courses**

No	Code	Name	Credit points
<b>A</b>		<b>Compulsory Study Courses</b>	<b>92.0</b>
1	<a href="#">PA0100</a>	Introduction to Conception of Culture and Arts	3.0
2	<a href="#">PA0101</a>	World Literature	3.0
3	<a href="#">IV0026</a>	Economics	4.0
4	<a href="#">IV0110</a>	Accounting and Finance	5.0
5	<a href="#">IV0201</a>	Social Responsibility and Business Ethics	3.0
6	<a href="#">DE0342</a>	Business Mathematics and Statistics	6.0
7	<a href="#">IV0247</a>	Entrepreneurship	6.0
8	<a href="#">PA0103</a>	History of Art and Contemporary Art Market	6.0
9	<a href="#">PA0104</a>	Introduction to Studies and Creative Industries	7.0
10	<a href="#">PA0105</a>	Cultural Management and Practical Cultural Policy	6.0
11	<a href="#">IV0759</a>	Civil Protection	2.0
12	<a href="#">PA0106</a>	Contemporary Cultural and Social Theories	3.0
13	<a href="#">PA0107</a>	Contemporary Performing and Audiovisual Art	3.0
14	<a href="#">PA0108</a>	Research Planning and Implementation in Creative Industries	6.0
15	<a href="#">PA0109</a>	Creative Industries (Term Paper)	9.0
16	<a href="#">PA0110</a>	Digital Transformation in the Cultural and Creative Industries	3.0
17	<a href="#">IV0697</a>	Business and Labour Law	6.0
18	<a href="#">PA0129</a>	Introduction to Philosophy	3.0
19	<a href="#">PA0130</a>	Environmental Protection	2.0
20	<a href="#">SD0003</a>	Innovative Product Development and Entrepreneurship	6.0
<b>B</b>		<b>Compulsory Elective Study Courses</b>	<b>55.0</b>
<b>B1</b>		<b>Field-Specific Study Courses</b>	<b>49.0</b>
1	<a href="#">PA0111</a>	Event Management and Technical Production	4.0
2	<a href="#">PA0113</a>	Logics and Argumentation	3.0
3	<a href="#">PA0114</a>	Creative Thinking	3.0
4	<a href="#">PA0115</a>	Public Speech and the Culture of Latvian Language	6.0
5	<a href="#">PA0116</a>	Theories of Communication	3.0
6	<a href="#">PA0117</a>	Arts Marketing and Fundraising	3.0
7	<a href="#">IV0241</a>	E-commerce	3.0
8	<a href="#">IV0238</a>	Marketing	6.0
9	<a href="#">PA0118</a>	Cultural and Creative Industries	9.0
10	<a href="#">IV0244</a>	Fundamentals of Computer Science and Programming for Social Science Students	6.0
11	<a href="#">AD0203</a>	Design Theory Introduction	3.0
12	<a href="#">PA0131</a>	Branding in Creative Industries	3.0
<b>B6</b>		<b>Languages</b>	<b>6.0</b>
1	<a href="#">PA0133</a>	Business English and Etiquette	6.0
2	<a href="#">PA0134</a>	Spanish Language 1	6.0
3	<a href="#">PA0135</a>	Italian Language	6.0
<b>C</b>		<b>Free Elective Study Courses</b>	<b>6.0</b>
<b>D</b>		<b>Practical Placement</b>	<b>9.0</b>
1	<a href="#">PA0132</a>	Internship in Creative Industries	9.0
<b>E</b>		<b>Final Examination</b>	<b>18.0</b>
1	<a href="#">IV0233</a>	Bachelor Thesis	18.0