

Creative Business

Organisations need people who are able to spot opportunities in a rapidly changing world. Organisations also need people with the ability to design new, digital media concepts to make them more successful – both commercially and socially. The Creative Business programme teaches you how to identify opportunities, and create exciting digital media around them. During the programme you tackle real-life challenges to create innovative solutions for real-life clients. Throughout the programme you work together with other students in an international, inclusive and diverse environment. Become a creative business leader of tomorrow, today.



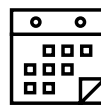
4 Years
full-time



Location:
The Hague, Haarlem



Language:
English



September
2024



Bachelor
of Arts



Year 1:
± 252 students

Your profile

- ✓ You can combine creative and commercial thinking.
- ✓ You learn most effectively by doing.
- ✓ You are highly motivated and like to take ownership of your studies.

Your dream job

- Media Consultant
- Film/TV producer
- Artist Coordinator
- Social Media Supervisor
- Digital Project Manager
- Vision Mixer
- Casting & Communications Manager
- Executive Producer
- Content Creator

Learning through co-creation

You are encouraged to take ownership of your studies and we offer you several flexible learning paths to help you do that. We use design thinking and interdisciplinary learning communities – teachers and students from other programmes – to create a learning environment that is beyond borders. The Creative Business programme develops your skills and knowledge through practice-based learning. From day one, you tackle real-life challenges put forward by real organisations. This way of learning requires intellectual flexibility, creativity, and ingenuity. In addition, you get plenty of skills to work on your own development. Supervision and tutorials are based on your personal talents and the challenges you choose to pursue. You attend training courses, workshops and masterclasses as you move from project to project. You leave us with a portfolio demonstrating knowledge, skills and experiences that you can use in your career.

Roadmap

- Term 1 - All Areas**
 - Conduct market research for a brand, then position and promote this brand using the most suitable means of communication.
- Term 3 - Behind the Scenes**
 - Transform yourself from a consumer into a producer of a video and create a film, vlog or other audio-visual product.
- Term 2 - Smart Concepts**
 - Immerse yourself in a real-life challenge put forward by a client. Develop and present your solution.
- Term 4 - Streaming Emotions**
 - Use big data to investigate how to make an upcoming music artist become a successful one.



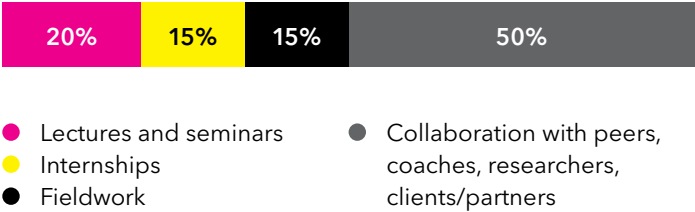
Do you want more information on this programme? Check inholland.com/cb



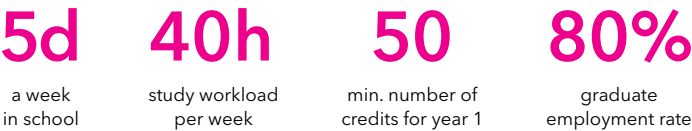
“I wanted to study something creative but also business-related. Finding this programme was like winning Willy Wonka’s Golden Ticket!”

Alina, alumnus

Forms of education



Facts & Figures



Contact our student buddies