

MANAGEMENT OF CREATIVE INDUSTRIES (MCI)

MCI 301-0 Accounting and Finance in Creative Industries (1 Unit)

This course acquaints students with the process used to construct and understand the financial reports of organizations and how creative organizations are financed. The objective is to understand the decisions that must be made in the financial reporting process and to develop the ability to evaluate and use accounting data. Emphasis is placed on understanding the breadth of accounting measurement practices and on being able to make the adjustments necessary for careful analysis. Additionally, the concepts of discounted cash flow, project and equipment financing, and assessing the value of companies and securities as they affect business models will be covered. The course highlights the linkages between accounting, finance, management planning, and decision making. Prerequisite: Admission to the MCI Certificate program.

MCI 302-0 Business Strategy in the Creative Industries (1 Unit)

This course studies competitive strategy: interactions between firms in concentrated industries. The focus is on strategies for softening price competition and on how industry fundamentals influence the effectiveness of those various strategies. Topics include product positioning, product proliferation, dynamic aspects of pricing, price discrimination strategies (e.g., coupons and loyalty programs), entry into an industry, and responding to entry attempts. A common theme is that the success or failure of a strategy often depends on how your competitors will respond. As a result, what may be a winning strategy for a monopolist can sometimes backfire in an oligopoly. The course will mix lectures and case studies, as well as both qualitative and quantitative components. Prerequisite: Admission to MCI Certificate Program.

MCI 303-0 Marketing Management in Creative Industries (1 Unit) This course takes an analytical approach to the study of marketing problems of business firms and other types of organizations. Attention focuses on the influence of the marketplace and the marketing environment on marketing decision making; the determination of the organization's products, prices, channels, and communication strategies; and the organization's system for planning and controlling its marketing effort. Prerequisite: Admission to the MCI Certificate program.

MCI 304-0 Leadership in Creative Organizations (1 Unit) This course provides students with the social science tools needed to solve organizational problems and influence the actions of individuals, groups, and organizations. It prepares managers to understand how to best organize and motivate the human capital of the firm, manage social networks and alliances, and execute strategic change. This is accomplished through knowledge of competitive decision making, reward system design, team building, strategic negotiation, political dynamics, corporate culture, and strategic organizational design. Prerequisite: Admission to the MCI Certificate program.

MCI 395-0 Topics in Management of Creative Industries (1 Unit)

Reading, research, and discussion in areas of significance related to the Management of Creative Industries. Topics vary. Prerequisite: MCI Certificate Students Only.