



Creative &
Cultural Industries

MASTER IN BUSINESS ADMINISTRATION

In Creative & Cultural Industries



www.creative.fabiz.ase.ro

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PROGRAM OVERVIEW

● **Duration:** 2 years

Teaching Language: English

Location: Faculty of Business Administration
in Foreign Languages, FABIZ - ASE

Format: 2 semesters per year / 4 modules
per semester.

Blended Learning: online and on site, two
weekends per month
Certification:
Recognized degree in Business
Administration in Creative and Cultural
Industries.

● **Tuition Fee:** 2.000 EUR / Year (paid 50%
in each semester)

● **Minimum Requirements:**
Completion of a Bachelor's degree program;
A minimum of 3 years proven working
experience;
Fluency in written and spoken English



WHY CHOOSE US?

about FABIZ

FACULTY

FABIZ brings together +1,500 enrolled students from over 30 countries worldwide with +100 academics and business professionals involved in high impact teaching and research activity.

OUR PROGRAM'S MISSION IS TO

Upskill creative professionals in business management and leadership.
Incubate local creative ideas for emerging businesses and projects that will contribute to the future development of the industry.
Offer international development opportunities through our multicultural teachers' cohort.

our STUFF

PRACADEMICS

Our research and teaching staff encompass academics and practitioners in their field.

GUEST SPEAKERS

Professors teach through case-studies and invite industry experts to share from experience and best practices

visiting PROFESSORS

CO-LECTURERS

Each module is co-lectured by a visiting professor. Our collaborators join us from different Universities in Europe and abroad.

UNIVERSITIES

Antwerp Management School
Istituto Marangoni, Milano
Istituto Europeo di Design, Roma
Universidade Nova de Lisboa
IADE Creative University, Lisbon
IESEG Paris
Goldsmith, UK

WHO IS IT FOR?

Minimum 3 years of
working experience
Professionals

This program is designed to accommodate students already working within the creative and cultural industries, in sectors such as:

design cultural heritage
film music
art publishing
architecture advertising

Combining both academic and professional practice, students engage with real-world business provocations through case studies introduced by industry experts and our program partners.

curriculum

MBA CURRICULUM

micro & macro ECONOMICS

COURSES

Economics of the CCIS
Budgeting and key performance indicators for CCIS

FINANCING OF BUSINESS ENTERPRISE or other forms of organisation

COURSES

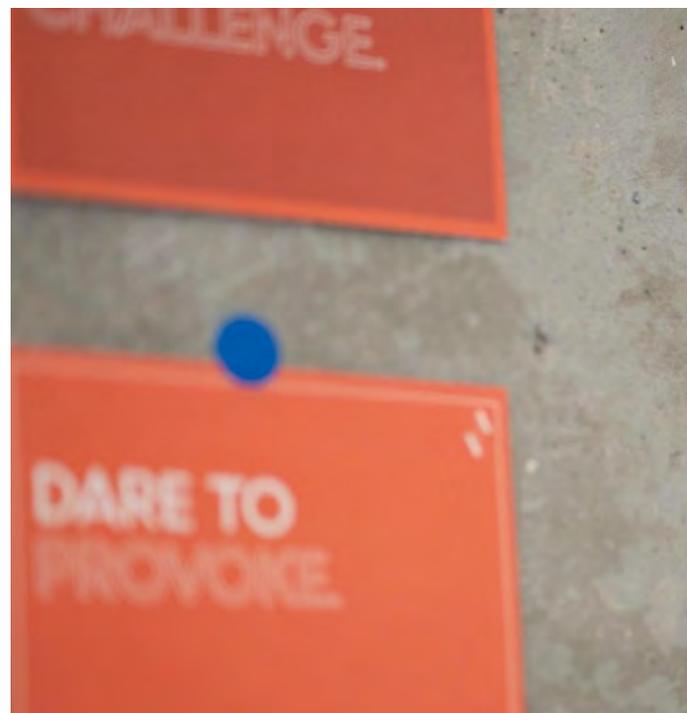
Funding and fundraising for CCIS
Entrepreneurship, innovation and new
business models in CCIS

GENERAL MANAGEMENT at the operational and strategic level

COURSES

Organisation and leadership in creative and
cultural industries
Sustainable management of arts and culture in
community settings
Artist management and development
Project and event management for the CCIS

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BUSINESS RESEARCH methods & consultancy skills

COURSES

Strategy and smart data in arts, culture and society

Arts and culture consumer behavior and market research in CCIS

BRAND IDENTITY & marketing

COURSES

Identity, branding and communication

GENERAL MANAGEMENT at the operational and strategic level

COURSES

Organisation and leadership in creative and cultural industries

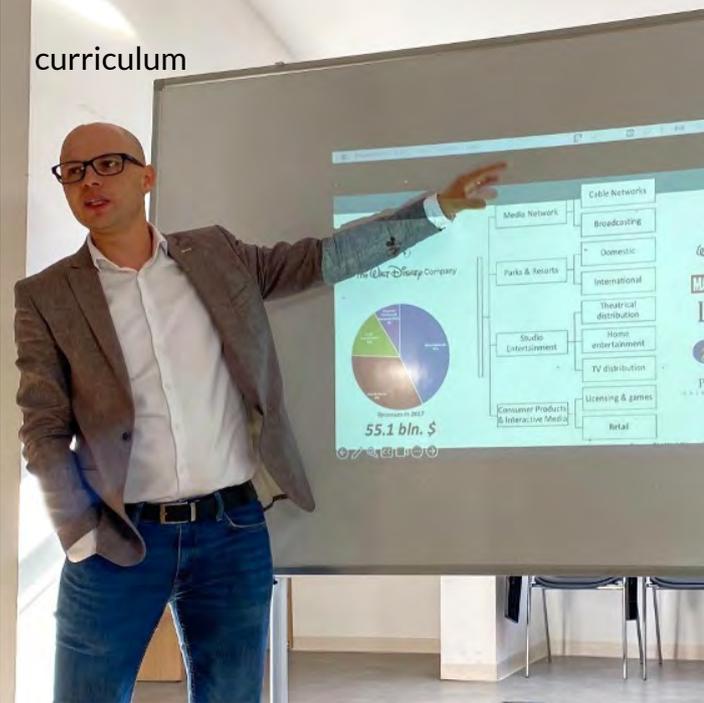
Sustainable management of arts and culture in community settings

Artist management and development

Project and event management for the CCIS



curriculum



BUDGETING & KPIs with prof. Costin Ciora (Prof. at ASE)

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CREATIVE PERSONAL BRANDING with prof. Patrizia Boglione (prof. at IED Roma)





DESIGN THINKING with prof. Daniela Marzavan (prof. at IADE)

tools designed and developed
by (c) Change Darer



ADMISSION

First intake: July 2024



- **18-22 July (Thursday - Monday)**
Monday until 16:00
Online submission of documents on www.admitere.ase.ro
- **26th July**
Online exam with the admission committee (knowledge assessment, according to the bibliography and project presentation)
- **29th July**
Publication of the preliminary admission results
- **29-30 July**
Confirmation of the places by payment of $\frac{1}{2}$ of the annual tuition fee, exclusively on admitere.ase.ro

Documents for online submission

- **Bachelor's degree** (or equivalent);
- **Transcript** or **diploma supplement** from the undergraduate program;
- **Baccalaureate diploma** (or equivalent) **and transcript** (or equivalent);
- **Birth certificate**;
- **Identity card** / passport (for foreign citizens);
- **Marriage certificate** (if applicable);
- **Personal statement** – generated at registration, by which the candidate declares that agrees to the processing of personal data.
- **An ID/passport photo**, jpg or jpeg format;
- **Proof of payment** of the registration fees for those who pay by bank transfer (recommended: online payment on the admission platform).
- Standard **medical certificate**, issued no later than six months before the enrollment date by the medical offices (school or territorial) or by the family doctor, from which it should result that the applicants are fit for enrollment in college;
- *Other documents certifying special status (Roma minority, social protection system, registration fees exemptions according to art. 39);*
- **Personal statement** – generated at registration, regarding the authenticity of the documents uploaded on the admission platform;
- **Curriculum Vitae** in English;
- **One letter of recommendation** (in Romanian or English);
- **Motivational letter** (maximum allowed: 2 pages / in English);



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