

BUAS Study Guide 2022-2023

Creative Business

Year 1

DISCOVER YOUR WORLD



Breda
University
OF APPLIED SCIENCES

Introduction

Dear students,

The first year of Creative Business (CB) is the start of a new educational period for you. You all come from different backgrounds; many of you come from abroad, many of you will start the program directly after finishing a high school, and some of you have already studied before. CB will be your new home for the next three/four years.

Through this Study Guide we would like to inform you about relevant issues of the program as well as about Breda University of Applied Sciences (BUAS). We try to cover all important issues, and we hope that most answers to your questions can be found in this study guide.

Subjects covered in this study guide are:

- General information about the program (CB)
- BUas Systems
- Information sources and communication
- Production House
- Year 1 Program Details and Content

We wish you good luck with your study program!

Creative Business staff,

Breda, September 2022

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1 General Information

As not all of you know BUAS and Creative Business (CB) equally well, we would like to provide you with some general information as an overview and guide you through other sources of information.

1.1 The Program

The CB program is based on the National Course Profile of Professional Bachelor's Degree in Creative Business. The core of the program consists of the 6 Core Tasks (CTs) which sets the expectations from all students who will graduate from CB program.

The Creative Business professional:

CT 1: Creates promising (media)concepts focusing on meaning and experience that match the designated (interaction) issue (the content) and the parties involved.

CT 2: Produces media products and media services.

CT 3: Markets media concepts, media products, media services and media marketing of products and services. CT 4: Conducts research into interaction issues and analyses research results to apply them.

CT 5: Management and Entrepreneurship: designs and sets up creative business processes, structures them, directs these processes and has an eye for the people involved.

CT 6: Is a viable and resilient professional.

In order to offer you meaningful education, we use the Industry Model and the CB Compass. These two models are reflected in all courses and projects you will take throughout the Year 1.

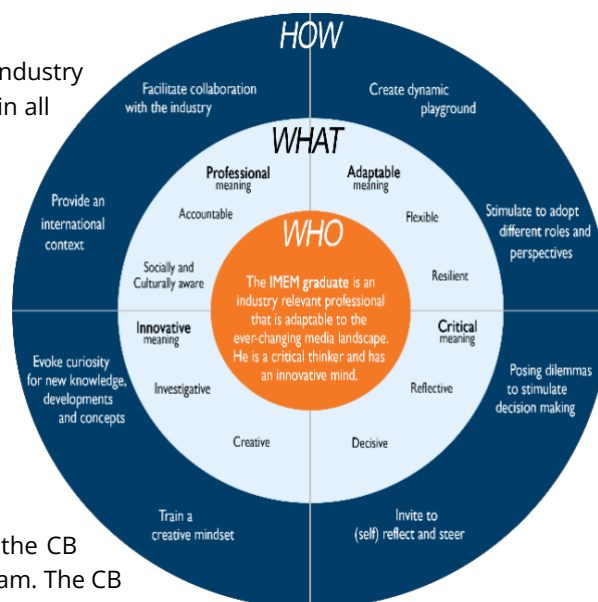
The Industry Model provides an ongoing context in which the content and structure of the curriculum are streamlined to reflect the international media and entertainment industry. It shows the three pillars of the industry, related to Core Tasks 1, 2 and 3: Content, Production and Marketing. Around these pillars the two more generic components of the industry are shown. These components, Research and Management, are related to Core Tasks 4 and 5.

The Compass is related to Core Task 6 and describes what the CB graduate should be able to achieve after completing CB program. The CB graduate is an industry relevant professional that is adaptable to the everchanging media landscape. They are critical thinkers and have an innovative mind.

The four components of this compass - professional, adaptable, critical, and innovative – will be part of all subjects throughout the whole CB program.



Industry Model



CB Compass

1.2 Set-up of Year 1

The first year of CB consists of two semesters (Semester 1 and Semester 2) which last 16 weeks each. In those weeks you will work on various subjects related to the media industry. Information about weeks involved in semesters and holidays can be found in the Year Calendar (see Appendix 1).

Your schedule will be available through the student portal. Every semester the schedule changes based on the content and the structure of the program. It can even be that the schedule is different per week. Due to the post-pandemic and new developments it brought, some educational activities will take place on campus while few others may be offered online. You will be able to find the location information in your schedule on the student portal as well.

During each semester you will be assessed on the various subjects that you worked on. Assessment can take place in various forms: assignments, reports, written exams, presentations, peer-assessment etc.

1.2.1 Production House

Production House will be a key component of your first year. Every semester we offer projects for you to work on; in these projects different subjects are combined and integrated. Parallel to the projects you also keep track of your professional development in Production House. You build up a portfolio that serves as proof for this development at the end of your first year. Every week, there will be a dedicated time for Production House day on which supervisors, experts and coaches are available to support and guide you on the projects. See Chapter 4 for more detailed information about Production House.

1.2.2 Credits

The first year of the CB Bachelor program is 60 ECTS. Those credits are divided over the two semesters; every semester has 30 ECTS. One credit (ECTS) equals 28 hours of study. For the exact division of the credits and courses, please see the Year 1 Program Details and Content (Chapter 5).

When you pass the assessment(s) of a course, unit or project, you will receive the credits corresponding with the respective course/project. If a course or unit consists of multiple sub-tests, rule of compensation may apply and you need to have a sufficient grade to receive the credits. At the end of the year you need to have obtained all 60 ECTS, in order to be allowed into the second year of CB. The Board of Examiners will issue an advice to each student at the end of Year 1 regarding the obtained number of credits. If you do not meet the criteria for continuation of your studies, the Board of Examiners will send a negative binding recommendation (NBR) which means that you are not allowed to continue your studies at CB.

2 BUAS Systems

2.1 Osiris

All your grades and credits are registered in Osiris. After an exam or assignment has been assessed, the result will be uploaded in Osiris for you to see. Registration for re-exams also takes place in Osiris.

For every exam, assignment or project etc. you take, a registration in Osiris is required. For every first opportunity you will be automatically registered. If you have an insufficient grade or you want to try to get a higher grade, you

need to register for the retake opportunity in Osiris yourself. If you do not use the first or second opportunity- i.e., when there is no assessment, a missed opportunity (MO/GK) will be registered in Osiris.

2.2 Microsoft Teams and LMS - Cum Laude

Microsoft Teams (Teams) is a platform that CB uses to communicate course/unit/project related information. In these platforms, you can find all curriculum related information on the subjects regarding Year 1. Course descriptions, assignments, project briefs, lecture slides, knowledge clips and any other course/project related information will be available for you on Teams. You will also be able to communicate with your peers and staff on the relevant channels and teams on this platform.

CB uses the Learning Management System LMS - Cum Laude for official deliverables for assessment.

Every assessment such as assignments, essays, weekly documentation, reports etc. that you have to submit for grading needs to be uploaded to LMS- Cum Laude in order to be assessed.

3 Information Sources and Points of Contacts

3.1 Service Desk

The Service Desk is your first point of contact when you have any questions about:

- Email, OneDrive, Microsoft Teams, Student Portal, WiFi etc. (ICT related)
- Booking a classroom
- Payment when late for assessment registration
- Any other topic other than course-related information

You can find the Service Desk on the ground floor of Horizon Building.

3.2 TER

The Teaching and Examination Regulations (TER) is a very important document for you to read; in this document you can find what your rights and obligations are. Important information regarding exams, registration, credits etc. is all compiled in this document. You can find the TER on LMS - Cum Laude/Information Sources.

3.2.1 Retakes

As stated in TER, every assessment is offered twice per year. If you fail the first time or missed the opportunity to take part in an assessment, you have one opportunity to retake the assessment. You are also allowed to retake any assessment if you want to get a higher grade. Deadlines for the retake assessments will be stated in the course/project briefs and will be announced on Microsoft Teams.

3.3 Board of Examiners (BoE)

The Board of Examiners is an official body within the organization and consists of educational staff of all four study programs offered within the Academy of Games and Media and is charged by the Executive Board of Breda University of Applied Sciences with the ultimate responsibility for the quality of education and the unconditional compliance of all relevant procedures.

The BoE has the authority to:

- Issue or withdraw binding recommendations regarding the continuation of studies.
- Ratify and award degrees.
- Conduct investigations with regards to complaints and/or differences of opinion.
- Make changes to the program, procedures, or assessment systems with regards to irregularities, miscommunications, or procedural blameworthiness on the part of the educational organization.
- Allow participation in external minors.
- Honor requests for second opinions in the case of assessment-related issues.
- Establish or confirm academic dishonesty and implement a penalizing policy.
- Amend predetermined test/examination timetables and submission deadlines.
- Grant exemptions or agree to requests for postponement or other kinds of deviations from a program's standard curriculum.
- More information about the BoE and how to contact them can be found on LMS - Cum Laude.

3.4 Study Coaches

A coach is a lecturer that is assigned to your class to help you with your professional development over the year and involved in Production House process. You can also contact your coach for advice concerning planning, and decisions regarding your study progress.

For other study problems, personal questions, and personal circumstances we advise you to contact the student counsellors.

3.5 Student Counsellors

Student counsellors are staff members whom you can contact if your study is affected by personal problems, (chronic) illness or mental/physical limitation, or in case you have special circumstances.

Student counsellors are in close contact with psychological centers (free intake), and all information you share with them is completely confidential.

3.6 Year coordinator and Round Tables

The year coordinator safeguards that the quality of the program in Year 1 is up to the Bachelor standard. She will meet with the class representatives of Year 1 twice per semester to evaluate the courses and projects that took place in that semester.

Those meetings are called the Round Table meetings. Every class needs a minimum of 2 class representatives. These students will meet the year coordinator during the Round Table meetings to provide feedback and discuss the program related issues.

3.7 (Digital) communication

During your study time at Creative Business, you will make use of a lot of digital communication tools. Not only to communicate with fellow students and lecturers, but also as a form of information gathering and acquiring more details for your projects and courses. In order to prevent (digital) clutter or unnecessary messages, please follow the following rules and guidelines. This will ensure both staff and students will not get lost in the countless number of messages and communication will be much more efficient and effective. An instruction video on how to use Teams is also available to students in the digital learning environment.

In general:

- Be professional. Make sure that you use the proper spelling and grammar when constructing your message. Don't forget a subject header when writing an e-mail and address the person to whom you are sending an e-mail/message (Dear..., or Hello/hi....).
- Check your wording and phrasing. It is easy to quickly send a message, but tone of voice and intention is hard to communicate via digital text. Is what you want to communicate written in the proper way?
- Use proper language and act professionally. For a reminder, please check the 'Act like a Pro' guidelines from BUAs.

When using e-mail:

- Please use e-mail if you have individual questions in relation to your studies or for personal matters.
- Don't forget to give your e-mail a subject and use proper way of addressing to person whom you send the e-mail to.

When using Microsoft Teams:

- Teams is used as an information channel. If you have a course related question that benefits more students, please use the right channel/teams.
- Reply in threads if your question(s) are relevant. Do not start a new conversation every time as this would cause lots of clutter.
- Be professional in use of grammar and spelling. It is not WhatsApp or Messenger – it is an official platform for students and staff, so maintain a certain level of professionalism.
- Teams is **not used** for one-on-one communication dialogue, issues, or matters (either between staff – student or student-student) within channels. If you want, please send a private message to either student or staff or send an e-mail.
- Teams is a great and fantastic tool to communicate effectively to large number of members involved. Teams is not a platform for arguing or fights. Criticisms and suggestions for improvement are always appreciated when delivered in the right form and in a timely manner. For these occasions, the Round Tables are organized. See 3.6 for more information regarding Round Tables.

4 Production House

Production House has a central place in the curriculum. 40 out of the total 60 ECTS are assigned to Production House subjects for the 1st year students.

Production House (PRH) is the CB in-house training company. As a simulation of the industry, the PRH company will require you to work on various projects as the PRH interns. These projects incorporate the skills and knowledge acquired in previous and current study units. You are expected to apply multiple areas of knowledge and skills in the fields of research, management, content, production, and marketing. Feedback will be provided by experts that will teach alongside the projects to provide you with the skills and expertise required.

In any project, an equal contribution to every aspect of the project by each employee is required to ensure a level playing field in terms of learning outcomes. During your work at the PRH, study coaches will guide you concerning your development as a professional. Moreover, as these projects combine various study units, the process and/or end-result consists of a combined assessment from various lecturers/experts.

Production House provides the opportunity for students to experience a professional work environment, set within the educational institution (BUAS), to obtain insight in client care practices, knowledge development,

management, and project-based skills.

Starting in the first year, you will be working on various assignments, which combine a variety of knowledge and skills gained throughout the semesters in various courses.

You are required to attend every Production House workday. Your working hours at Production House will be announced in your schedules.

You are required to read further information about Production House in the project brief that can be found on Microsoft Teams.

General Contacts Production House:

Coordinator: Estela Lindes Creus lindescreus.e@buas.nl

Equipment desk: William van Nieuwburg, Zarifa Huysenova and Estela Lindes Creus (productionhouse@buas.nl)

5 Program Details and Semester Overview

5.1 Semester 1

Project weeks																Closing weeks						
Semester 1 PRH (16)	PRH1 (16) Magazine																					
	CON1: PRH1-Principles of Storytelling (3 ECTS)												Assessment CON1									
	MAN1 PRH1-Project Management (2 ECTS)																					
	PCM: PRH1- Professional Career Management (2 ECTS)														Assessment PCM							
	PRO1: PRH1-Image Editing (3 ECTS)												Assessment PRO1									
	MAR1: PRH1 Principles of Marketing (3 ECTS)										Assessment MAR1											
	PRH1- Production House Magazine Project (3 ECTS)																					
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19		
Semester 1 (14)	MED1 Introduction to Media and Entertainment (3 ECTS)																					
	Assessment MED1								Assessment MED1													
	MED2 Pitching in English (2 ECTS)																					
	Assessment MED2																					
	MAN 2 Principles of Management (5 ECTS)														Assessment MAN2							
	Assessment MAN2						Assessment MAN2						Assessment MAN2									
	CON2 Media Literacy (2 ECTS)										Assessment CON2											
	RES1 Academic Writing and Research (2 ECTS)														Assessment RES1							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19			
CON1: PRH1-Principles of Storytelling										MED1: Introduction to Media and Entertainment												
MAN1:PRH1- Project Management										MED2: Pitching												
PCM: PRH1- Professional Career Management										MAN2: Principles of Management												
PRO1: PRH1-Image Editing										CON2: Media Literacy												
MAR1: PRH1-Principles of Marketing										RES1: Academic Writing and Research												
	Self study within a unit																					

5.2 Semester 2

PRH2 (24) Short film																Closing weeks				
Semester 2 PRH (24)	CON3: PRH2- Scriptwriting (4 ECTS)								Assessment CON3								Film Festival			
	MAN3: PRH2.-Financial Management (6 ECTS)								Assessments MAN3											
	PCM: PRH2- Professional Career Management (4 ECTS)								Assessment PCM											
	PRO3: PRH2- Audio visual Production (5 ECTS)								Assessment PRO3											
	MAR2: PRH2-Principles of Marketing 2 (3 ECTS)								Assessment MAR2											
	MED3: PRH2-Introduction to Media Legislation (2 ECTS)								Assessments MED3 Assessments MED3											
	PRO2 Camera and Audio (3 ECTS)								Assessment PRO2											
	RES2 Introduction to Applied Research (3 ECTS)								Assessment RES2											
Semester 2 (6)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	CON3: PRH2-Scriptwriting MAN3: PRH2-Financial Management PCM : PRH2-Professional Career Management MAR2: PRH2- Principles of Marketing 2 PRO3: PRH2- Audio Visual Production MED3: PRH2- Introduction to Media Legislation Self study within a unit																PRO2: Camera and Audio RES2: Introduction to Applied Research			

BUAS Appendix 1: Academic Year Calendar

AGM YEAR CALENDAR 2022 - 2023					
wk	DATE	Year 1	Year 2	Year 3	Year 4
33	15/08 - 19/08	Summer Holiday wk 5	Summer Holiday wk 5	Summer Holiday wk 5	Monday 15 Aug.: hand in date for Graduation - week: retake (block E 20-21)
34	22/08 - 26/08	AGM Employees will start Mon 22 Aug	AGM Employees will start Mon 22 Aug	AGM Employees will start Mon 22 Aug	AGM Employees will start Mon 22 Aug
35	29/08 - 02/09	Introduction Week			
36	05/09 - 09/09	S1 - project week 01 /08-09 HBO int	S3 - project week 01	S5 - Project week 01	S7 - project week 01
37	12/09 - 16/09	S1 - project week 02	S3 - project week 02	S5 - Project week 02	S7 - project week 02
38	19/09 - 23/09	S1 - project week 03	S3 - project week 03	S5 - Project week 03	S7 - project week 03
39	26/09 - 30/09	S1 - project week 04	S3 - project week 04	S5 - Project week 04	S7 - project week 04
40	03/10 - 07/10	S1 - project week 05	S3 - project week 05	S5 - Project week 05	S7 - project week 05
41	10/10 - 14/10	S1 - project week 06	S3 - project week 06	S5 - Project week 06	S7 - project week 06
42	17/10 - 21/10	S1 - project week 07	S3 - project week 07	S5 - Project week 07	S7 - project week 07
43	24/10 - 28/10	Autumn Holiday	Autumn Holiday	S5 - Project week 08	Autumn Holiday
44	31/10 - 04/11	S1 - project week 08	S3 - project week 08	S5 - Project week 09	S7 - project week 08
45	07/11 - 11/11	S1 - project week 09	S3 - project week 09	S5 - Project week 10	S7 - project week 09
46	14/11 - 18/11	S1 - project week 10	S3 - project week 10	S5 - Project week 11	S7 - project week 10
47	21/11 - 25/11	S1 - project week 11	S3 - project week 11	S5 - Project week 12	S7 - project week 11
48	28/11 - 02/12	S1 - project week 12	S3 - project week 12	S5 - Project week 13	S7 - project week 12
49	05/12 - 09/12	S1 - project week 13	S3 - project week 13	S5 - Project week 14	S7 - project week 13
50	12/12 - 16/12	S1 - project week 14	S3 - project week 14	S5 - Project week 15	S7 - project week 14
51	19/12 - 23/12	S1 - project week 15	S3 - project week 15	S5 - Project week 18	S7 - project week 15
52	26/12 - 30/12	X-mas Holiday	X-mas Holiday	S5 - Project week 16	X-mas Holiday
1	02/01 - 06/01/2023	X-mas Holiday	X-mas Holiday	S5 - Project week 17	X-mas Holiday
2	09/01 - 13/01	S1 - project week 16	S3 - project week 16	S5 - Project week 19	S7 - project week 16
3	16/01 - 20/01	S1 - closure week 1	S3 - closure week 1	S5 - assessment week 1	S7 - closure week 1
4	23/01 - 27/01	S1 - closure week 2	S3 - closure week 1	S5 - assessment week 1	S7 - closure week 1
5	30/01 - 03/02	S1 - closure week 3	S3 - closure week 2	S5 - assessment week 2	S7 - closure week 2
6	06/02 - 10/02	S2 - project week 01	S4 - project week 01	S6 - project week 01	S8 Capstone - week 1
7	14/02 - 18/02	S2 - project week 02	S4 - project week 02	S6 - project week 02	S8 Capstone - week 2
8	20/02 - 24/02	Spring Holiday	Spring Holiday	Spring Holiday	S8 Capstone - week 3
9	27/02 - 03/03	S2 - project week 03	S4 - project week 03	S6 - project week 03	S8 Capstone - week 4
10	06/03 - 10/03	S2 - project week 04	S4 - project week 04	S6 - project week 04	S8 Capstone - week 5
11	13/03 - 17/03	S2 - project week 05	S4 - project week 05	S6 - project week 05	S8 Capstone - week 6
12	20/03 - 24/03	S2 - project week 06	S4 - project week 06	S6 - project week 06	S8 Capstone - week 7
13	27/03 - 31/03	S2 - project week 07	S4 - project week 07	S6 - project week 07	S8 Capstone - week 8
14	03/04 - 07/04	S2 - project week 08	S4 - project week 08	S6 - project week 08	S8 Capstone - week 9
15	10/04 - 14/04	S2 - project week 09	S4 - project week 09	S6 - project week 09	S8 Capstone - week 10
16	17/04 - 21/04	S2 - project week 10	S4 - project week 10	S6 - project week 10	S8 Capstone - week 11
17	24/04 - 28/04	S2 - project week 11	S4 - project week 11	S6 - project week 11	S8 Capstone - week 12
18	01/05 - 05/05	May Holiday	May Holiday	May Holiday	S8 Capstone - week 13
19	08/05 - 12/05	S2 - project week 12	S4 - project week 12	S6 - project week 12	S8 Capstone - week 14
20	15/05 - 19/05	S2 - project week 13	S4 - project week 13	S6 - project week 13	S8 Capstone - week 15
21	22/05 - 26/05	S2 - project week 14	S4 - project week 14	S6 - project week 14	S8 Capstone - week 16
22	29/05 - 02/06	S2 - project week 15	S4 - project week 15	S6 - project week 15	S8 Capstone - week 17
23	05/06 - 09/06	S2 - project week 16	S4 - project week 16	S6 - project week 16	S8 Capstone - thesis deadline
24	12/06 - 16/06	S2 - closure week 1	S4 - closure week 1	S6 - closure week 1	S8 Capstone - assessment week 1
25	19/06 - 23/06	S2 - closure week 2	S4 - closure week 2	S6 - closure week 2	S8 Capstone - assessment week 2
26	26/06 - 30/06	S2 - closure week 3	S4 - closure week 3	S6 - closure week 3	S8 Capstone - assessment week 3
27	03/07 - 07/07	S2 - closure week 4	S4 - closure week 4	S6 - closure week 4	S8 Capstone - final exams
28	10/07 - 14/07	Finalisation week / BoE obj	Finalisation week	Finalisation week	Finalisation week
29	17/07 - 21/07	Summer Holiday wk 1	Summer Holiday wk 1	Summer Holiday wk 1	Summer Holiday wk 1
30	24/07 - 28/07	Summer Holiday wk 2	Summer Holiday wk 2	Summer Holiday wk 2	Summer Holiday wk 2
31	31/07 - 04/08	Summer Holiday wk 3	Summer Holiday wk 3	Summer Holiday wk 3	Summer Holiday wk 3
32	07/08 - 11/08	Summer Holiday wk 4	Summer Holiday wk 4	Summer Holiday wk 4	Summer Holiday wk 4
33	14/08 - 18/08	Summer Holiday wk 5	Summer Holiday wk 5	Summer Holiday wk 5	Monday 14 Aug.: hand in date for Graduation - week: retake (block E 22-23)
34	21/08 - 25/08	AGM Employees will start Mon 21 Aug	AGM Employees will start Mon 21 Aug	AGM Employees will start Mon 21 Aug	AGM Employees will start Mon 21 Aug
35	28/08 - 01/09	Introduction week	Introduction week	Introduction week	Introduction week
36	04/09 - 08/09	S1 - week 01	S3 - week 01	S5 - Placement week 01	S7 - week 01
Official days off in 2022-2023					
51	23-Dec	Day before Christmas weekend		Open days 2022-23	
14	7-Apr	Good Friday		Saturday	
15	10-Apr	Easter Monday		Thursday	
17	27-Apr	King's Day		Saturday	
18	5-May	Liberation Day			
20	18-May	Ascension Day			
20	19-May	Mandatory day off			
22	29-May	Whit Monday			

BUAS Appendix 2: Levels of Development

Core Tasks Level	Complexity		Autonomy
	Complexity of the task	Complexity of the context	
1. OPERATIONAL The student is able to execute a simple task with guidance in a limited context.	Simple and structured. Issue is familiar. Standard procedures. Basic knowledge and skills are required.	Defined. Familiar, predictable. Mono-disciplinary. Few parties involved. Low level of interaction and communication.	With guidance: instructions, coaching and/or supervision Acting in accordance with the instructions, not based on own initiative.
2. TACTICAL The student is able to execute a well-defined task independently in a relatively clearly arranged situation, or is able to perform in a complex and unpredictable situation under supervision.	Complex but structured. Issue is partly familiar, partly unknown. Standard procedures must be adjusted. Specialist knowledge and skills are required.	Unknown but transparent. Mono-disciplinary. Several parties involved. Average level of interaction and communication.	With intermediate coaching, or coaching on demand. Acting upon own initiative (as well). Making (some) choices and decisions. Responding to unexpected circumstances (within limits).
3. STRATEGIC The student is able to perform independently in a complex and unpredictable situation with complete control of the required skills.	Complex and unstructured. Issue is unknown, must be analysed. No standard approach exists, new procedures must be developed. Advanced specialist (and sometimes interdisciplinary) knowledge and skills are required.	Unknown, dynamic and non-transparent. Multidisciplinary. Several parties as well as political sensitivities must be taken into account. High level of interaction and communication.	Little direction and coaching. Acting upon own initiative. Making well-argued choices and decisions. Responding to unexpected circumstances. Reflecting on own tasks and role.

BUAS Appendix 3: Course/Project Descriptions

Production House 1 (PRH1)

Production House is a professional environment in which the five disciplines of content, production, marketing, management and professional career management (general) come together.

All five units focus on one project: creating a **MAGAZINE**.

Within groups of 4-6 you will use the skills you have acquired at different courses to create your own magazine. During the supervised Production House days you can work on your project.

In Project week 5, you will meet a panel of supervisors and experts for the approval and feedback on your initial decisions about the project and magazine. In Project week 8, you will present the initial draft of the magazine to the Production House Panel. Project week 12, there will be another panel session to review the final draft of your magazine. After that, the peer groups will provide quality control assessment on each other's project with the supervision of Project Management experts and finally in Project week 15, you will submit the final deliverables for various courses as well as the final magazine. In Project Week 16, you will meet the Production House Panel for the last time to explain the decision making process regarding your magazine project in relation to the acquired skills and knowledge through various courses.

Throughout this project you will also work on your professional development by creating and updating your portfolio, gathering proof for your development and recording feedback. This unit (PCM) will start immediately in week 1 and it will continue in the second semester.

CON1: PRH1- Principles of Storytelling	
Year	Year 1
Osiris code	FCB1.CON1-01
Semester	1
Project/Course Name	PRH1- Principles of Storytelling
Study Load	3 ECTS (84 hours)
Project/Course Responsible	Silke Regel, Estela Lindes Creus,
Lecturers	Silke Regel, Assen Panov, Robin Terwindt
Core Task	1 & 2 (Level 1)
Course Description	<p>You will work together to deliver a complete portfolio composed of various exercises as a deliverable. Each week in lectures students will be introduced to a different basic storytelling principle that will be applied to the storytelling portfolio. Each week in tutorials students will be given specific assignments to work on that will be submitted as part of the storytelling portfolio.</p> <p>Each week students will be able to submit successive elements of the story portfolio in draft form and receive one piece of written, formative, feedback from lecturers.</p> <p>The core element of the portfolio is the story outline, designed using inspiration from the exercises and the fundamental building blocks discussed in the CON1 Lectures and Tutorials</p>
Assessment Items	Story Concept Portfolio
Minimum Passing Grade	5,5

MAN1: PRH1- Project Management	
Year	Year 1
Osiris code	FCB1.MAN1-01
Semester	1
Project/Course Name	PRH1- Project Management

Study Load	2 ECTS (56 hours)
Project/Course Responsible	Rob Verhagen, Estela Lindes Creus
Lecturers	Niels Bonenkamp, Rob Verhagen, Sam van der Laan
Core Task	5, Level 1
Project Description	<p>Based on the Project Brief, and working as a team, you will deliver an End Project Report which contains the project management information you have created to manage your project. The project management information you create will be specifically for the main deliverable (Magazine).</p> <p>In project week 4 we will offer a lecture introducing the basics of project management - including the topics team contract, minutes and breakdown structure.</p> <p>In project week 6 you will receive a training in the agile-scrum project management methodology and instructions how to setup the agile-scrum tool Trello (https://trello.com/).</p> <p>In project week 6 the teams of two will be merged into one team of 4 up to 6 students.</p> <p>At least one student needs to be responsible for one of the (specialisms). The task division will be a point of discussion for the team and needs to be noted in the team minutes. All team members must receive the role of administrator (agile-scrum tool Trello). The team invites all involved lectures from MAN1, PRO1 and PCM.</p>
Assessment Items	End Project Report
Minimum Passing Grade	5.5

PCM1: PRH1- Professional Career Management	
Year	Year 1
Osiris code	FCB1.PCM1-01
Semester	1
Project/Course Name	PRH1- Professional Career Management
Study Load	2 ECTS (56 hours)
Project/Course Responsible	Marleen Hemmes, Estela Lindes Creus
Lecturers	Nova van Schijndel, Brigitte Castel, Marleen Hemmes, Lieke Mensink
Core Task	6, Level 1
Project Description	<p>PCM consists out of three main elements that build up on each other. All elements will be touched upon over the years you spend at the Creative Business program. PCM is part of Production House in all years which allows for you to develop your skills in a professional, industry-like environment.</p> <p>Study coaching In studycoaching you are guided in analyzing study related problems, you get advice and help with looking for solutions. A dedicated coach helps and supports you in planning, resulting in study progress. A strong focus lies on learning to learn and developing you self-steering skills so that you are motivated and feel responsible for your own study approach. All this takes place in a safe (international) environment in which you get the chance to build a relationship with your peers and coach.</p> <p>Career development With a flexible curriculum like the Creative Business program, more choices are available for you with regards to studying abroad, doing minors etc. Making individual choices fitting your ambitions and qualities is the focus of career development within PCM. To make these decisions, you are</p>

	<p>encouraged and supported to identify your qualities by reflecting on competencies and industry requirements.</p> <p>Professional development</p> <p>Within professional development you are guided in developing a professional attitude and identity. This can be linked to more ethical questions such as: who do I want to be within my professional future? Which values do I find important? How do I want others to see me?</p> <p>You continuously set goals for your professional (leadership) development based on the compass or a specific core task within the curriculum and reflect on your progress.</p> <ol style="list-style-type: none"> 1. The first semester of the first year has a strong focus on study coaching and building a strong relation between you, your peers and your coach. By working in small groups of five students you receive personal attention. The so-called study groups will be the same for the first two years and you will keep the same coach. You also make a start with your professional development by setting up an online portfolio website. In this portfolio you show how you developed your professional abilities over the year within the Creative Business Program. 2. Your portfolio should show your progress, meaning that the minimum components should be <i>where you stand – where you want to go (goal) – how you got there</i>. Throughout the years you write multiple reflections on your progress and development of your goals and leadership skills. At the end of your years at Creative Business your portfolio shows your complete learning journey. To help you setting up the portfolio, you make use of various supporting documents such as the Creative Business compass and the role description document. You will be introduced to these documents in several knowledge clips.
Assessment Items	Online Portfolio
Minimum Passing Grade	5.5

PRO1: PRH1- Image Editing	
Year	Year 1
Osiris code	FCB1.PRO1-01
Semester	1
Project/Course Name	PRH1- Image Editing
Study Load	4 (112 hours)
Project Responsible	Rob Verhagen, Estela Lindes Creus
Lecturers	Rob Verhagen, Laura Pardo, Raphael Velt
Core Task	2, Level 1
Project Description	<p>During the first six weeks of the course the student will acquire the basics image editing skills. We will offer two workshops in Adobe Photoshop, two in Adobe Illustrator and two in Adobe InDesign. In the second phase of the PRO1 course (project week 7 and 8) we will offer dedicate specialist classes in one of the three Adobe editing tools.</p> <p>In project week 6 the teams of two will be merged into one team of 4 or 6 students. Every student within the team must choose one of the three image editing roles:</p>

	<ul style="list-style-type: none"> a. Adobe Photoshop: each student choosing the Photoshop specialty must be in charge of at least 2 pages, each of which can be: a cover (front and/or back), a full-page ad, a front page for an article. b. Adobe Illustrator: each student choosing the Illustrator specialty must be in charge of at least 2 illustrations that depict one article (see example in appendix). c. Adobe InDesign: being responsible for the layout structure of the magazine. When more than one student is responsible for the layout then for every student creates his/her own master (A-master, B-master etc.). The layout from the magazine is divided by the InDesign master templates (see page panel). <p>The roles division: At least one student needs to be responsible for one of the (specialisms). The task division will be a point of discussion for the team and needs to be noted in the team minutes.</p> <p>The team must create a basic style guide containing at least: typography, layout structure, tone of voice, color palette (5 color profile), and logo. This information must be in the slug of the indd file (see example in: <i>page by page requirement content magazine.docx</i> on MS Teams)</p> <p>Also, at the end of week six of PRH1 and depending on the selected specialism, the student will follow one of the three specialisms' classes. This class will offer additional skills that will help the team produce the magazine according to the project briefing criteria. Any student may opt to join other master classes, but only when this does not conflict with other courses in the schedule and is approved by the lecture who is offering the dedicated specialism classes:</p> <ul style="list-style-type: none"> d. Laura Pardo: will offer the specialist classes in Adobe Illustrator. e. Raphael Velt: will offer the specialist classes in Adobe Photoshop. f. Rob Verhagen: will offer the specialist classes in Adobe InDesign. <p>At the end of the project (project week 16), the team will deliver the final version of the magazine. Every team member will be assessed on their individual contribution (selected specialism) and how their work matches the overall layout guidelines.</p>
Assessment Items	Individual Assignment
Minimum Passing Grade	5.5

MAR1: PRH1- Principles of Marketing	
Year	Year 1
Osiris code	FCB1.MAR1-01
Semester	1
Project/Course Name	PRH1- Principles of Marketing 1
Study Load	3 ECTS (84 hours)
Project Responsible	Lisette Heijmans-Bonten, Estela Lindes Creus
Lecturers	Lisette Heijmans-Bonten, John van den Elst
Core Task	3, Level 1
Project Description	At the end of the first year's courses Principles of Marketing 1 (MAR1) and Principles of Marketing 2 (MAR2) you will have a sound introduction to the basic principles of marketing, and you will be capable of applying these techniques to the Creative Business industry.

	<p>each course (MAR1 and MAR2) all students will have to pass an individual multiple-choice exam. This exam contains 40 multiple-choice questions (4-answer).</p> <p>Next to the exam, for PRH2.MAR1 a group presentation assignment needs to be completed. For this assignment, a pass or fail will be awarded. In this group presentation assignment, you will apply the marketing principles that you learn from the book and throughout the tutorials onto your magazine-project. In class you will do a professional presentation consisting of your answers to different questions related to marketing the magazine.</p>
Assessment Items	Exam and Group Presentation
Minimum Passing Grade	5.5 and Pass

Other Courses in Semester 1

MED1: Introduction to Media and Entertainment	
Year	Year 1
Osiris code	FCB1.MED1-01
Semester	1
Course Name	Introduction to Media and Entertainment
Study Load	3 ECTS (84 hours)
Course Responsible	Charlie Hicks
Lecturers	Charlie Hicks, Arleen Cuevas, Mark McInnis
Core Task	4 & 6, Level 1
Project Description	A broad overview of the different areas of the media industry including Music, Television, Film, Publishing, Video Games and Social Media is necessary as you prepare for a career as a media manager. A basic knowledge of the history, current trends, different media industry business models and international influences are all important for your future media competency and success. This course is designed to introduce you to these concepts so you can begin further developing your knowledge in these areas.
Assessment Items	Presentations
Minimum Passing Grade	5,5

MED2: Pitching	
Year	Year 1
Osiris code	FCB1.MED2-01
Semester	1
Course Name	Pitching in English
Study Load	2 ECTS (56 hours)
Course Responsible	Marielle van Trijp
Lecturers	Marielle van Trijp, Christine Vink
Core Task	6, Level 1
Project Description	In a business context, pitching refers to presenting (new) business ideas to potential investors. In other words, you try to enthuse and convince your audience by concisely sharing your goals and plans. At the same time, you try to make them feel why it is interesting for them to get involved in your plans. A strong pitch is catchy and well-focused on the listener. At the end of a

	<p>powerful pitch your listeners will simply say: 'Yes, of course I'm in!'. Pitching is very common in the Creative Business industry. New ideas and new formats will always be pitched to a potential investor, a broadcaster, or your commissioner. Only if the pitch succeeds and you will be supported financially, your idea can be executed.</p> <p>In this project you are going to research content, create visuals and pitch to an audience. You will research and learn to understand various aspects of the international media and entertainment industry. You will conduct research on several media industries (video games, television, music, publishing, film and social media). By doing research you will find out what the current media offer looks like. This also gives you the possibility to explore your creativity and to come up with something new and refreshing. That is what the Final Pitch assignment is all about: come up with a new media product or concept and sell (pitch) it to an audience of potential investors.</p>
Assessment Items	Final Pitch
Minimum Passing Grade	5,5

MAN2: Principles of Management	
Year	Year 1
Osiris code	FCB1.MAN2-01
Semester	1
Course Name	Principles of Management
Study Load	5 ECTS (140 hours)
Course Responsible	Stephen Paine
Lecturers	Stephen Paine, Niels Bonenkamp, John van den Elst, Sam van der Laan
Core Task	5 & 6, Level 1
Course Description	<p>This project runs for 15 weeks and is worth 5 ECTS credits. Students will work individually on written assignments. Utilizing Belbin role results in semester week 1, experts will create teams (four to five students) for Production House by creating balanced groups representing every Belbin role. Students will be supported by weekly lectures, tutorials and expert guidance while exploring a new topic every week.</p> <p>Feedback moments for the individual assignments take place during tutorial.</p>
Assessment Items	Individual Assignments, Midterm Exam, Final Exam
Minimum Passing Grade	You are allowed to compensate exam grades, however each exam requires a minimum 4,5 or better to pass. Final average grade of both exams combined must be at least 5,5.

CON2: Media Literacy	
Year	Year 1
Osiris code	FCB1.CON2-01
Semester	1
Course Name	Media Literacy
Study Load	2 ECTS (56 hours)
Project Responsible	Maarten van Bussel
Lecturers	Maarten van Bussel, Nina Saunders, Silke Regel
Core Task	1, 4 & 6, Level 1
Project Description	<p>Shaping and honing the student's ability to identify and critically evaluate the messages of different types of media that we all are surrounded by each day, is a crucial 21st century ability. How crucial it is, is being demonstrated daily on-and-offline. Think of voter influencing (i.e. Cambridge Analytica) or data</p>

	<p>mining schemes (i.e. Click Bait). With fake news and deep fake images rapidly evolving,</p> <p>During this short, condensed course into media literacy, students will be working in groups of four, randomly set by the teachers of this course in advance. In five weekly lectures and following workshops, they will be asked to analyze, explain and reflect on how media has shaped their own belief system, compare how it might differ to or align with the other members in the group, and eventually connect those processes and describe the bigger picture of how different types of media represent different groups and values and therefore shape audiences understanding (or mis-understanding) of the world around them.</p> <p>The goal of this course is ultimately to help the students development from a media consumers perspective, possibly limited by mono-cultural blinds, to that of a media producer, who is able to recognize and counteract unwanted media manipulation. Media Literacy is a basic skill to achieve this goal. In its essence by continuously asking the following five questions to every media message sent and received:</p> <ol style="list-style-type: none"> 1) Who created the message (author)? 2) How is the message being presented (techniques)? 3) How differ people in interpretation (audiences)? 4) What might be left out of the message (balanced or biased)? 5) Why is this message being sent (motivation or agenda)? <p>For a visually fun and engaging introduction into the field of Media Literacy, click on this link *</p>
Assessment Items	Presentation and Concept Map
Minimum Passing Grade	Pass and 5,5

RES1: Academic Writing and Research	
Year	Year 1
Osiris code	FCB1.RES1-01
Semester	1
Course Name	Academic Writing and Research
Study Load	2 ECTS (56 hours)
Course Responsible	Brigitte van Pelt
Lecturers	Nina Saunders, Brigitte van Pelt
Core Task	
Project Description	<p>Within RES1, students will be introduced to the concept of academic writing. Aspects discussed within the course include:</p> <ul style="list-style-type: none"> • Guidelines for the use of academic English and formal English • Correct essay structure • Construction of thesis statement • Devising clear paragraphs • Punctuation • Logical argumentation • APA style citation and referencing • Vocabulary

	<ul style="list-style-type: none"> Writing strategies
Assessment Items	Final Essay
Minimum Passing Grade	5,5

Production House 2 (PRH2)

During this project you will be working on the development of a character-driven short film in a small team (2/3), after which in a larger team (5/6) you will carry out the complete production of the film. Alongside this, you are working on the creation of a budget for both the script, short film and developing a marketing campaign. This project is worth a total of 24 ECTS.

CON3: PRH2 – Scriptwriting	
Year	Year 1
Osiris code	FCB1.CON3- 01
Semester	2
Project/Course Name	PRH2 – Scriptwriting
Study Load	4 ECTS (112 hours)
Project/Course Responsible	Maarten van Bussel, Estela Lindes Creus
Lecturers	Maarten van Bussel, Jannie Timmermans, Nina Sunders
Core Task	1, Level 1
Project/Course Description	This project requires you to write a script for a short, character-driven film, intended to be produced in the latter half of the semester. During the development of this script, based on a self-constructed fiction story, you will also create supporting documents like a logline, synopsis, scene breakdown, character descriptions and clear identifications of the use of symbols, props, parallels and counteraction in the script itself. This project builds upon the knowledge and skills in field of storytelling, acquired in CON1 and CON2.
Assessment Items	Script Portfolio
Minimum Passing Grade	5,5

MAN3: PRH2- Financial Management	
Year	Year 1
Osiris code	FCB1.MED3-01
Semester	2
Project/Course Name	PRH2- Financial Management
Study Load	6 ECTS (168 hours)
Project/Course Responsible	Yvonne van Luxemburg, Estela Lindes Creus
Lecturers	Yvonne van Luxemburg, Joyce Ridderhof, Joyce Krielen, Janine Wynia
Core Task	5, Level 1
Project Description	For the purpose of this project, you work together with your peers in order to deliver one financial plan as a deliverable. Ultimately, you as a group decide on one short form drama development series that you will write a financial plan for. In this financial plan you will act as professional company and pretend that you must invest, pay the expenses, need funding, get paid (salaries), etc. Part of the financial plan is: the balance sheet, income statement and cash overview of your project. Because of this plan you need to decide what funding and investments you need. For the cash overview you also need to decide when you need to pay (cash outflow) and when you receive cash (cash inflow). You need to make the overviews in excel and you

	need to explain all elements. You also add source references to your plan (the deadline is end week 6).
Assessment Items	Assignment and Open Question Exam
Minimum Passing Grade	You are allowed to compensate exam and assignment grades, however each exam requires a minimum 4,5 or better to pass. Final average grade of both exams combined must be at least 5,5.

PCM2: PRH2 – Professional Career Management	
Year	Year 1
Osiris code	FCB1.PCM2-01
Semester	2
Project/Course Name	PRH2- Professional Career Management
Study Load	4 ECTS (112 hours)
Project/Course Responsible	Lieke Mensink, Estela Lindes Creus
Lecturers	Lieke Mensink, Nova van Schijndel, Brigitte Castel, Chris van Dorselaer. Marleen Hemmes
Core Task	6, Level 1
Project Description	<p>PCM consists out of three main elements that build up on each other. All elements will be touched upon over the years you spend at the Creative Business programme. PCM is part of Production House in all years which allows for you to develop your skills in a professional, industry-like environment.</p> <p>Studycoaching In studycoaching you are guided in analysing study related problems, you get advice and help with looking for solutions. A dedicated coach helps and supports you in planning, resulting in study progress. A strong focus lies on learning to learn and developing you self-steering skills so that you are motivated and feel responsible for your own study approach. All this takes place in a safe (international) environment in which you get the chance to build a relationship with your peers and coach.</p> <p>Career development With a flexible curriculum like the Creative Business programme, more choices are available for you with regards to studying abroad, doing minors etc. Making individual choices fitting your ambitions and qualities is the focus of career development within PCM. To make these decisions, you are encouraged and supported to identify your qualities by reflecting on competencies and industry requirements.</p> <p>Professional development Within professional development you are guided in developing a professional attitude and identity. This can be linked to more ethical questions such as: who do I want to be within my professional future? Which values do I find important? How do I want others to see me? You continuously set goals for your professional (leadership) development based on the compass or a specific core task within the curriculum and reflect on your progress.</p> <p>During the study group meetings you discuss your goals, progress and reflections within your study group. The coach will guide these meetings and provide you with feedback. Throughout the semester, supporting tutorials will be offered to help you in completing the assignment. All information will be published on MS Teams. You continue to work on your</p>

	online development portfolio by adding new goals, proof, feedback and reflections throughout the semester. A link to this portfolio needs to be submitted on LMS (Cum Laude) at the end of the semester. Keep track of your development in your portfolio website throughout the semester (360 feedback and other relevant proof).
Assessment Items	Final Portfolio
Minimum Passing Grade	5,5

MAR2: PRH2 – Principles of Marketing 2	
Year	Year 1
Osiris code	FCB1.MAR2-01
Semester	2
Project/Course Name	PRH2- Principles of Marketing 2
Study Load	3 ECTS (84 hours)
Project/Course Responsible	Zhanna Kozlova, Estela Lindes Creus
Lecturers	Zhanna Kozlova, Arnoud Versluis, Cagri Sumengen
Core Task	3, Level 1
Project Description	In order to communicate your film to prospective audiences and to aim that your film reaches the right audience, you will have to prepare a promotion plan and execute a Social Media Campaign. MAR2 – Principles of Marketing 2 will be the main guide in this project for the promotion of your film. In MAR2, you will have a sound introduction to the basic principles of marketing regarding marketing communication and promotion tools. You will learn how to plan and apply some of these techniques to the promotion of your own film. You will also continue developing your skills in identifying and understanding the target groups which you have gained in MAR1 and build upon these skills in finding the most efficient and attractive way to communicate to them.
Assessment Items	Group Presentation and Individual Exam
Minimum Passing Grade	Pass and 5,5

PRO3: PRH2 – Audio Visual Production	
Year	Year 1
Osiris code	FCB1.PRO3-01
Semester	2
Project/Course Name	PRH2- Audio Visual Production
Study Load	5 ECTS (140 hours)
Project/Course Responsible	Arleen Cuevas, Estela Lindes Creus
Lecturers	Arleen Cuevas, Stephan Egberts, Koen Suidgeest, Eric Wels, Erik Krimpen
Core Task	2, Level 1
Project Description	The script that was written in CON3 will be the starting point for your project. You will produce a short film based on your chosen script. PRO3 Audio-Visual Production will be the main component for this project. All short films (with complete deliverables) will premiere at the end of the semester in a BUas Film Festival on the condition that a poster is delivered. Development of your storytelling knowledge and the appropriate Audio-Visual skills are acquired in CON1 Storytelling, CON2 Media Literacy, PRO1 Image Editing and PRO2 Camera and Audio.
Assessment Items	Short Film
Minimum Passing Grade	5,5

MED3: PRH2 – Introduction to Media Legislation	
Year	Year 1
Osiris code	FCB1.MED3-01
Semester	2
Project/Course Name	PRH2 – Introduction to Media Legislation
Study Load	2 ECTS (56 hours)
Project/Course Responsible	Milena van Voorden, Estela Lindes Creus
Lecturers	Milena van Voorden
Core Task	5, Level 1
Project Description	On almost every level of the development, the decisions you make for your project have legal consequences. You will be able to distinguish legal issues and assess the risks involved, which will help you make decisions regarding protecting your own intellectual property or using someone else's work.
Assessment Items	IP Contract and IP Exam
Minimum Passing Grade	You are allowed to compensate exam and assignment grades, however each exam requires a minimum 4,5 or better to pass. Final average grade of both exams combined must be at least 5,5.

Other Courses in Semester 2

PRO2: Camera and Audio	
Year	Year 1
Osiris code	FBC1.PRO2-01
Semester	2
Course Name	Camera and Audio
Study Load	3 ECTS (84 hours)
Course Responsible	Arleen Cuevas
Lecturers	Arleen Cuevas, Eric Wels, Erik Krimpen, Stefan Egberts
Core Task	2, Level 1
Project Description	<p>be a successful producer in the contemporary media industry it is essential to be able to recognize quality in both; ideas and finished productions. In order to achieve this, a comprehensive understanding is required of all the various tasks that are normally carried out by production experts (cinematographers, editors and sound designers)</p> <p>This course aims at giving the students the ability to learn the basic technical understanding necessary to be able to discuss professional AV productions with experts, to create realistic production and shooting schedules and to review AV products based on industry quality standards.</p> <p>The students get introduced to basic filming, audio recording and editing rules and conventions and they are given the opportunity to experience and understand the necessity of these by applying them in hands-on AV assignments. These assignments aim at teaching the student how to make professional production decisions in their future job positions.</p> <p>The main topics that will be covered in the course are:</p> <ul style="list-style-type: none"> - Basic video recording in an AV production team - Basic audio recording in an AV production team - Professional Quality Assessment of AV products - Management of AV productions and shooting schedules

	The course connects with CON2 Media Literacy, PRO3 AV Production, Creative Producing and all future Production Houses courses that involved AV Productions.
Assessment Items	TV Commercial
Minimum Passing Grade	5,5

RES2: Introduction to Applied Research	
Year	Year 1
Osiris code	FCB1.RES2-01
Semester	2
Course Name	Introduction to Applied Research
Study Load	3 ECTS (84 hours)
Course Responsible	Miruna Doicaru
Lecturers	Miruna Doicaru, Frank Weissman, Silke Hassreiter, Qiqi Zhou
Core Task	4, Level 1
Project Description	<p>During this course you will be introduced to the concept of applied research in relation to specific media industry challenges. You will become familiar with the research process and its relevance for the media professional. You will be exposed to research related terms such as: concepts, variables, theories, etc., will learn what they are and how to make use of them when building an academic argument and when identifying a research problem and research questions. Upon completing this course you will come to understand the importance of finding a good research question for the entire research process and in order to find a solution to a specific industry challenge; you will be able to identify a specific, good research question and hypotheses that can guide the process of applied research. Starting from a real industry case (you will be able to choose one out of three industry cases provided in the assignment brief) you will identify under the guidance of your lecturer a narrowed down, specific industry challenge to try to fix; you will find and read good quality academic literature and theories that can help you address that industry challenge; and you will identify a specific research problem (gap in the literature) and a research goal that could be addressed with empirical research (collection of primary data: questionnaires, interviews, etc.). You will learn how to identify a good research question that can be answered with primary data, and how to formulate hypotheses or sub-questions to inform a future research. The skills you will gather during this course will be the basis you need for all future research courses (in the next years), when you will not only have to identify a research problem and research questions, but you will also have to design a study, collect data and aim to answer those research questions. The skills you will gather during this course will also shape your skills into the skills of a media industry research consultant, skills that allow you based on critical thinking to address media industry challenges not just by gut feeling but by making well-informed decisions.</p>
Assessment Items	Research Document
Minimum Passing Grade	5,5



Games



Media



Hotel



Facility



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Logistics



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