



EMCI Information Session

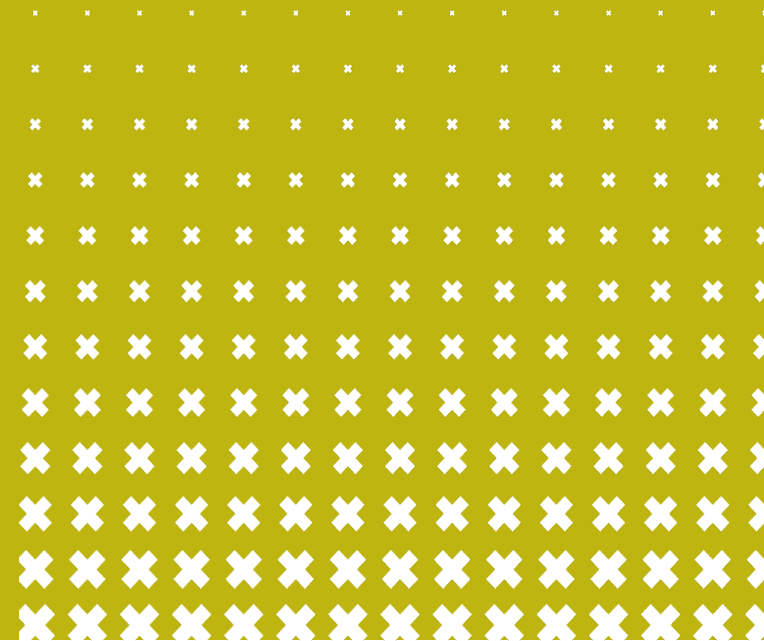
February 15, 2019 (Room C0.02)

Master in Business Administration:

Entrepreneurship and Management

in the Creative Industries (EMCI) track

dr. Monika Kackovic (EMCI track coordinator)





Why UvA?

1. Ranked #1 University in the Netherlands (*Times Higher Education Ranking 2018*).
2. Quality of life: Amsterdam ranked 12th worldwide (*Mercer's 2018 Quality of Living Survey*).
3. Most multicultural city worldwide: 180 different nationalities, 35% non-western.
4. Good student facilities
 - i. University library
 - ii. Study centres
 - iii. Student Career Centre
 - iv. Student service desk
 - v. Nice canteens and cafes





- **Today:** Information Market @ entrance hall REC A
- Digital contact form: uva.nl/admissions-eb
- Office hours:
 - Phone: 10:00-11:00 & 15:00-16:00
 - Mo, Tue, Fri
 - 020 – 525 4327

 - Visit: Mo, Tue, Thu, Fri
 - 13:30-14:30
 - Roetersstraat 11, room E2.26



Entrepreneurship and Management in the Creative Industries

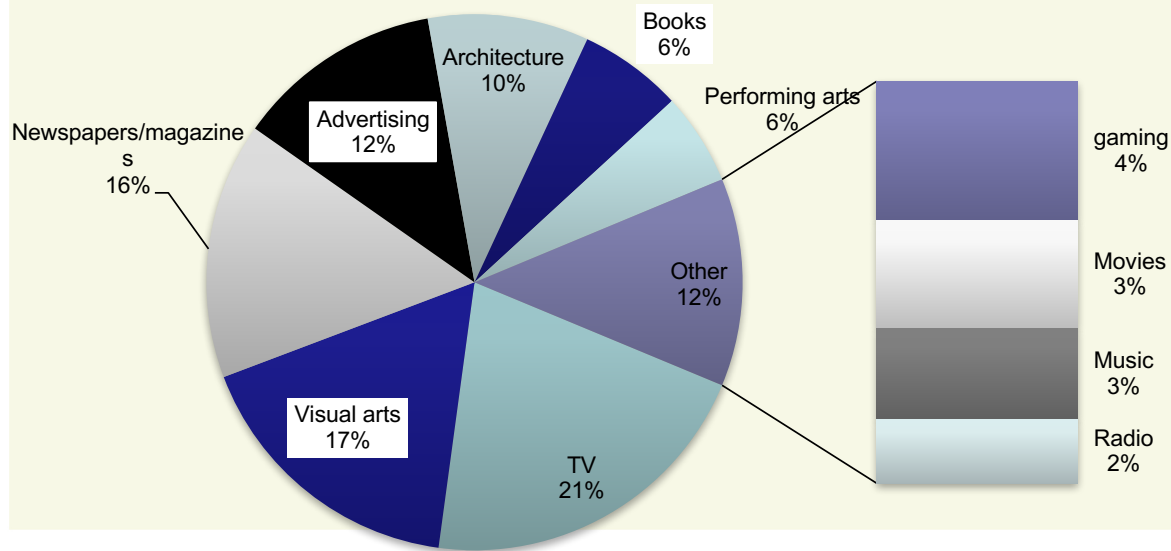




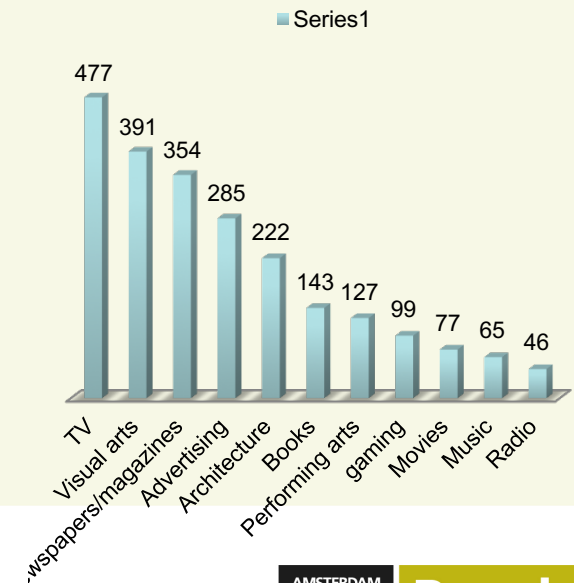
Creative Industries = Big Business

2.5 trillion US\$ in worldwide revenue (1.5 trillion US\$ worldwide revenue telecommunications)

Worldwide revenue in %



Worldwide revenue in US\$ (billion)



Source:

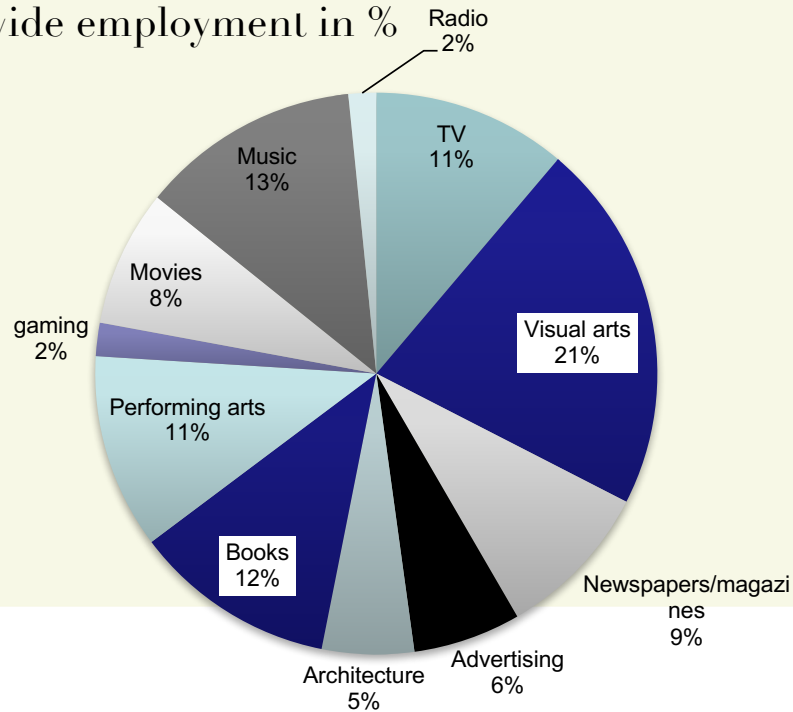
Cultural times: the first global map of cultural and creative industries, EY, 2015



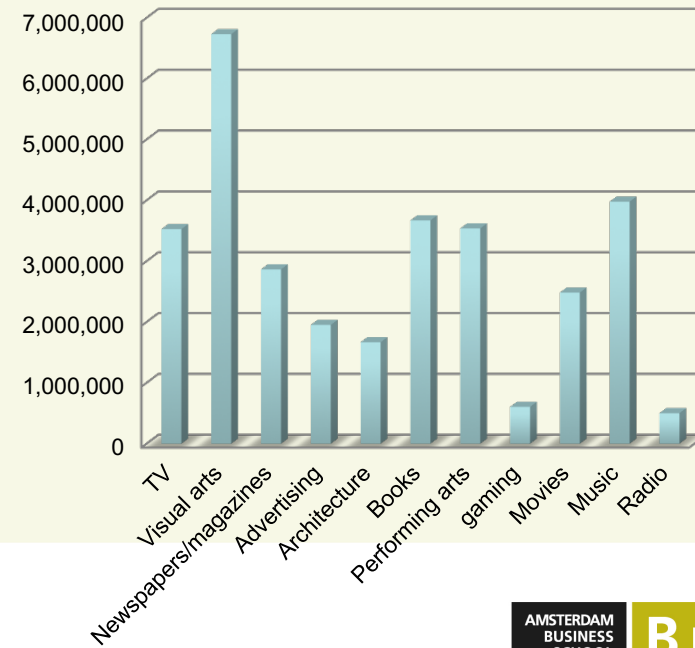
Creative Industries = Employment

Worldwide employment: 29 million people

Worldwide employment in %



Total number of jobs



Source:

Cultural times: the first global map of cultural and creative industries, EY, 2015



Focus: EMCI track

- **Competition:** Have you ever wondered why some organizations or entrepreneurs active in the creative industries, such as media, entertainment, music, fashion, and arts, are more successful than others?
- Or how **radical innovations and technology** can bridge the gap between artistic values and financial success?



- **The core aim** of EMCI is to provide a deeper understanding of competitive processes by focusing on theories in marketing, strategy, innovation and digital technology.
- **Provides** future managers and entrepreneurs state-of-the-art skills necessary to manage dynamic competitive businesses.
- **Suitable** for those interested in any industry where creativity and innovation play a central role.



- **Program focus:** understanding the dynamics of competition from a business perspective in fast-paced industries where creativity is essential to success.
- **During the program:** you will discuss and critically reflect on the most important and contemporary theories across diverse academic disciplines and apply them to specific industry cases ranging from art to mass entertainment.
- **Opportunities:** engage in conversations with business leaders and innovators in the creative industries.

Tensions and ambiguities in the creative industries

- artistic values versus mass entertainment
- product versus market innovation
- demand analysis versus market construction
- vertical integration versus flexible specialization
- individual inspiration versus creative systems

MSc program that focuses on the creative industries from a business economics perspective



Theories of Entrepreneurship and Management in Creative Industries

- This course focuses on **key classic and current theories** in the field of management in the creative industries related to a number of themes
- Theory lectures (6 x 2 hours per week)
- Case lectures **or** guest lectures (6 x 2 hours per week).
- Grading: Individual exam (100%)

Week 1: Introduction: business models (**case:** e-books)

Week 2: Creativity & innovation (**case:** gastronomy)

Week 3: Long & short product life cycles: **guest lecture:** Ton Okkerse (EMS) about film documentaries

Week 4: Fads & fashions (**case:** fashion)

Week 5: Networks & value creation (**guest lecture:** Roy Cremers (Voordekunst) about crowdfunding)

Week 6: Authenticity & reality (**case:** boy/girl bands)



Strategic Management & Marketing Theory in the Creative Industries

- This course focuses on **the core concepts in strategy and marketing** and what they mean in the context of creative industries.
- Theory lectures (6 x 2 hours per week)
- Case tutorials (6 x 2 hours per week).
- Individual exam (60%) + group assignments (40%)

Week 1: Introduction

Week 2: Competition or market

Week 3: Organization or network

Week 4: Strategy or identity

Week 5: Innovation or product life cycle

Week 6: Resource or capability



Cultural Entrepreneurship and Innovation

- This course deals with **economic and sociological aspects of creative industries**
- Theory lectures (6 x 2 hours per week)
- Case tutorials (6 x 2 hours per week).
- Individual exam (60%) + group assignments (40%)

Week 1: Economics and culture

Week 2: Entrepreneurship, risk & innovation

Week 3: Management of cultural production

Week 4: Critics & publics

Week 5: Competition & classification

Week 6: Art policy & cultural entrepreneurship: subsidized versus commercial



	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6
September starters	Theories course of own track (6EC)	Core course of own track (6EC)	Thesis Proposal of own track (5EC)	Business Lab course (6EC)	Business Lab course (6EC)	T H E S I S (12EC)
	Theories course of other track (6EC)	Core course of own track (6EC)		Methods Workshop (2EC)	Analysis Workshop (1EC)	
	Business Seminar and Professional Skills 1 (2EC)			Business Seminar and Professional Skills 2 (2EC)		

Business Lab:

Branding
 Business Strategy and Sustainability
 Cases in Creative Entrepreneurship
 Executing Strategy

Compulsory for all students

Business Seminar and Professional Skills 1

Workshops:

Database Research
 Experiment Design
 Qual.Research/case studies
 Survey design

Business Lab:

Business Negotiations
 Disruptive Innovation Marketing
 Marketing Communications
 Social Media Marketing
 Strategy Consulting
 Sustainable Marketing
 Globalisation and Offshoring

Workshops:

Qualitative Data Analysis
 Quantitative Data Analysis

Business Lab:

Branding
 Branding for Start-ups
 Business Strategy and Sustainability
 Cases in Creative Entrepreneurship
 Cases in Leadership
 Design Driven Business Innovation
 Marketing Metrics
 Mergers and Acquisitions
 Operational Excellence
 Organisation Design for the 21st Century
 Performance Management
 Retail Strategy and Marketing
 Social Media Marketing
 Strategy Analytics

Workshops:

Database Research
 Experiment Design
 Qual.Research/case studies
 Social Media Research
 Survey design

Business Lab:

Business Cases in New Technology
 Business Negotiations
 Cases in Retail Marketing
 Change Management
 Corporate Venturing
 Disruptive Innovation Marketing
 Entrepreneurial Finance
 Entrepreneurship and Business in China
 Globalisation and Offshoring
 International Business and Sustainable Development
 Managing Creativity
 Online Marketing
 People Analytics
 Strategy Consulting

Workshops:

Qualitative Data Analysis
 Quantitative Data Analysis





Guest speakers: examples

- **Richard Zijlma:** Founder Amsterdam Dance Event
- **Nadine van Bodegraven:** CEO Armada
- **James Veenhoff:** Founder Amsterdam Fashion Week
- **Philip Alberdingk Thijm:** CEO Sky Radio
- **Roy Cremers:** Founder and managing director crowdfunding platform Voordekunst.nl
- **Ton Okkerse:** Founder documentary film production and distribution company EMS
- **Dirk Scholing:** Sales director Benelux video games publisher Electronic Arts
- **Budi Voogt:** Founder and CEO EDM label Heroic records
- **Sander van Meurs:** Owner and producer of Pupkin Film
- **Cathelijne Broers:** Director Nieuwe Kerk and Hermitage Museum Amsterdam
- **Denis Doeland:** Consultant and former IP services and internet manager at EDM company ID&T
- **Julien van Alphen:** Marketing manager at film distribution company Independent Films



Managing creativity

- In this course, students will gain an understanding of what creativity is, and learn how to manage creativity within organizations.
- Where creativity is about the generation of new and useful ideas, innovation is about the successful implementation of those ideas.
- If organizations want to be successful in uncertain environments, they need to build an organization that supports and taps creativity.
- Partner: public broadcaster **BNNVARA**





International student population

- Argentina
 - China
- Colombia
- Germany
 - Finland
 - Italy



- Netherlands
 - Peru
 - Poland
 - Spain
 - Turkey
 - Other...

Academic year: 2014 / 2015



Track faculty members



Prof. dr. Nachoem Wijnberg

Strategy, organization, entrepreneurship & marketing

Computer games, design, performing arts & film



Dr. Joris Ebbers

Entrepreneurship, organization & strategy

Film



Dr. Monika Kackovic (track coordinator)

Marketing & strategy

Visual arts



Track faculty members



Dr. Alex Alexiev
Strategy & organization
Theater



Dr. Michele Piazzai
Strategy & innovation
Music



Jan de Groot MSc
Organization
Art & Music



Example theses and graduates



Zsófia Szinetár (2016/2017)

Thesis: Cultural Entrepreneurship in the Digital Era: How quality signals affect success of crowdfunding projects

Job: Marketing Specialist at Nutricia (Danone Group)



Eliiaan Blijdenstein (2016/2017)

Thesis: Diffusion of artists in Corporate Art Collections: An exploratory study on herding behavior in small-world networks

Job: Market Manager, Verse Good Store (Sustainable Fashion)



Example theses and graduates



Jeroen Nijhuis (2016/2017)

Thesis: Creating Congruity: The importance of sponsorship congruity, sponsorship articulation and product involvement on willingness to pay in online sponsorship

Job: Account and Business Affairs Manager CZAR (Production Company)



Kristian Oosterveen (2017/2018)

Thesis: A craft beer lover's online struggle: The effect of winning an award on volume and valence of consumer reviews

Job: Designer, Kalkwijck Distillers



Joshua Picauly graduated in 2015.

Senior Strategist at Talpa Media

Positioning and marketing of new formats for the international market



Jobs!

- Most students sign a labour contract before graduation
- Many European headquarters in the Amsterdam region
- Very diverse careers: management trainee, business analyst, consultant, sales manager, brand manager, project leader, entrepreneur, business development manager
- Your degree is an MSc in BA with a very solid reputation



■ Alumni

- NEMO (museum external relations), Countershade (film production), AT bookings (booking agent), Grachtenfestival (festival publicity), SG@NYC (jewelry marketing), Amsterdam Massive (music booker), Off the Fence (film distribution), MUD jeans (fashion branding)
- Booking.com (production), Align Technology (HRM), PWC (consulting), iAmsterdam (marketing), Double Dutch (event management), Alter Domus (financial officer), Pernod Ricard (assistant brand manager), Accenture (consulting), Business Talent Network (marketing)

■ Friends of EMCI



Extend your programme

- Exchange. For nominal students we offer a 3 month exchange programme with one of our international partner universities
- Internship. Also for nominal students, we will support 3-6 months internships. Especially an opportunity for international students to explore the Dutch labor market.



Preferred exchange partners

- Optional international student exchange in '3rd' semester.

- Preferred partners:

- *Bocconi University, Milan, Italy*

- MSc. Economics and Management in Arts, Culture, Media and Entertainment



- *Copenhagen Business School, Denmark*

- MSc. Management of Creative Business Processes



You are welcome to attend the upcoming symposium
ART: Sold Out

April 11, 2019 from 15:00 - 18:00
M1.01 (Plantage Muidergracht12)

Music Session

Richard Zijlma (ADE)

Nadine van Bodegraven (Armada Music)

Fashion Session

Dena Simaite (Noumenon), Lisa Konno (Lisa Konno)

James Veenhoff (Amsterdam Fashion Week)

Nightlife Session

Aziz Yagoub (oa Perron, Toffler), Ernst Mertens (de School), Ramon de Lima
(Nachtburgemeester) & Patricia Weijman (JACK Amsterdam)





More information?

- www.abs.uva.nl
 - Entrepreneurship and Management in the Creative Industries (EMCI) track page

- E-mail:
 - m.kackovic@uva.nl (coordinator EMCI track)

- www.facebook.com/likeEMCI

