

COURSE CODE: MANCREA

COURSE TITLE: Management of Creative Industry

COURSE DESCRIPTION:

Management of Creative Industry is a 3-unit course that deals with the study of creative industry defined by UNCTAD (2008) as the interface between creativity, culture, economics and technology as expressed in the ability to generate income, jobs and export earning while at the same time promoting social inclusion, cultural diversity and human development. The creative industry is composed of thirteen (13) sectors in the creative industry, the business models of the different sectors, and the social and human development contribution of these sectors in the economy in promoting inclusive growth and total human development.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- None - Materials will be provided by faculty thru Canvas

READING LIST:

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- Fleming, T. (2017). The Philippine Creative Economy: Toward a Baseline & Programme. In britishcouncil.ph.
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- Hall, J., Stickler, U., Herodotou, C., and Iacovides, I. (2020). Expressivity of creativity and creative design considerations in digital games. *Computers in Human Behavior*. 105(2020) 106206. <https://doi.org/10.1016/j.chb.2019.106206>.
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REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: