

## MSc@CREATe Aims of Individual Courses

### **Course 1 Introduction to the Creative Economy: Law, Technology & Culture**

This course offers a thematic introduction to the concept of the 'creative economy', which is the central object of study of the MSc programme. It introduces students to fundamental cross-disciplinary questions and debates concerning the relationship between culture, innovation, technology and the law. The course encourages students to make connections across specialist disciplines, while teaching core ideas and concepts that are central to engaging with specialist research to evaluate the performance and impact of the creative economy.

This course aims to:

- Provide students with a multi-perspective, cross disciplinary analysis of the dynamics of the digital, global, creative economy;
- Make clear the domains of law (IP, competition, data protection) which bear on the creative economy, and enable students to undertake critical analysis of their impact;
- Introduce core economics and business concepts as they relate to creative production and encourage students to apply them in specific case settings;
- Prompt students to interrogate assumptions about the relationship between technology, culture and the market, and develop new theory and understanding;
- Relate these larger questions to specific organisational challenges at the level own professional workplace or chosen career;

## **Course 2 Copyright in the Digital Environment**

The principal aim of the course is to promote familiarity and understanding of copyright law as it relates to the creation, dissemination and use of works within the digital environment. The focus will be primarily on copyright law in the UK and Europe. However, drawing upon their own professional contexts, participants will be encouraged to reflect on the international implications.

This course aims to:

- Improve understanding of the relationships between copyright law and the creative economy;
- Develop the analytical and critical skills of students by detailed examination of the relevant legislation, conventions and cases governing copyright in the digital environment;
- Develop the oral communication skills of students through the use of both staff-led and student-led seminars;
- Provide students with an understanding of some of the practical applications of copyright law in the digital environment;
- Foster critical understanding and evaluation of areas of controversy and current copyright debates;
- Encourage independent learning.

### **Course 3 The Economics of Innovation**

This course provides an in-depth understanding of the process from knowledge creation to innovation and its links to economic performance, thereby attaining implications about innovation policy. Students will review the impact of physical capital, human capital, technology and institutions; investigate the interaction between technology and skills, the decision between innovating or copying; and examine how innovation is created, kept secret or shared.

This course uniquely combines three disciplinary outlooks: i) the importance of technological progress especially during the transition to a global digital economy and its links to education and innovation; ii) the significance of legal institutions regarding copyright and innovation policy; and iii) the role of economic analysis both in theory and empirics on evaluating policy interventions based on evidence.

The course aims to:

- Provide students with a critical understanding of the fundamental determinants of economic performance and innovation.
- Offer methods of inquiry for measuring key economic variables and evaluating policy interventions based on evidence.
- Furnish students with an understanding of the processes and biases of technical change and its link to skills and innovation.
- Encourage students to consider the economic basis of the copyright regime, using historical and contemporary evidence.
- Invite students to develop solutions to current challenges for the formulation and implementation of innovation enhancing policies.

## Course 4 Trade Marks and Brands

Are trade marks on their own sufficient to protect brands? This course will attempt to answer this question by looking at the legal means available to protect brands, not only trade marks, but also, for example, design rights, by considering the meaning of 'brand', and by looking at some of the policy arguments about the scope of protection which can be justified.

The principal aim of this course is to provide students with an understanding of what is meant by a brand, to look at various legal means by which brands can be protected, considering examples from different jurisdictions, and to assess the justifications for such protection, particularly in the context of the creative economy.

More specifically the aims are to:

- Encourage students to reflect on the meaning of the term 'brand'.
- Equip students with an understanding of the legal tools which can be used to protect brands.
- Consider the possible limitations of these tools.
- Consider the policy debates on legal protection and evaluate the positions taken in these debates.

## **Course 5 Regulation, Policy and the Creative Economy**

This course will provide a comprehensive and critical analysis of the issues and debates that inform thinking around policy and regulatory intervention across the creative economy.

This course aims to:

- provide a comprehensive and critical analysis of key aspects of policy and regulation affecting the creative economy;
- develop students' critical understanding of the evolution of, and current developments within, media and cultural policy, and enhance their awareness of the principles and standards that underlie regulation across the creative economy.

## **Course 6 Participation, Communities and Users**

This course examines foundational concepts in sociology, communication and management studies to provide students with a deeper understanding of the impact of user-led co-production in the creative economy. Students will develop an empirical and evidence-led approach to investigating online user communities with reference to current practice and behaviour relating to networked collaborative peer production.

This course aims to:

- Introduce students to intellectual debates around core concepts of 'community', 'user' and 'participation' in the creative economy;
- Provide students with methodological tools of inquiry to investigate users and communities in the creative economy;
- Invite students to apply methods of sociological inquiry to analyse online communities and users;
- Provide an opportunity for students to critically appraise practice in creative economy firms according to regulatory and legal frameworks in Europe and Internationally.

## **Course 7 Strategic Management in the Creative Economy**

This course will explore the complexities of determining the organisational purpose, direction and scope of creative firms operating in an increasingly digital environment where innovation and intellectual property are key drivers for change. In doing so, it will examine and debate the different strategic approaches to achieve that purpose.

This course will provide an overview of the key strategic concepts, contexts and debates in strategic management. In doing so, it will provide students with:

- a critical view of the major perspectives and theoretical approaches in strategic management in the creative economy;
- an evaluation of the macro and micro management tools that can be used to assist their strategic thinking;
- a critical appraisal of the complexities of managing creative firms operating in a changing digital landscape;
- an opportunity to formulate corporate and/or marketing strategies.

## **Course 8 Information Law and Data Management**

This course seeks to develop an understanding of key legal issues which have arisen as a result of the rise of the digital economy and the growth of the internet as the medium for commerce, communication and dissemination of digital content. Key aspects considered will include the law relating to ecommerce, rights management (incorporating intellectual property law, digital rights management issues, confidentiality, and computer misuse) and information management (incorporating the regulation of online content, data protection, and issues relating to the security, authenticity and reliability of digital evidence).

The programme aims are to:

- Offer an opportunity for students to develop their analytical and critical skills through engagement with relevant legislation, conventions and cases governing e-commerce, rights management, and information management ;
- Enable students to practically apply relevant laws and regulations relating to ecommerce, rights management, and information management as they function within the digital economy;
- Foster critical understanding and evaluation of areas of controversy and current academic debates within these areas of law;

## Course 9A CREATE MSc Work Based Learning Project

A work based learning project based in the student's existing workplace drawing on appropriate methods of inquiry, e.g. action research, case study or ethnography, etc., in order to examine evidence-based policy implementation and evaluation or change management. At the end of the project, the student will be expected to submit a 10,000 word written reflective report or produce an equivalent digital artefact.

This course aims to equip students with research-based skills to be applied in the context of their own workplace to evaluate and innovate practices in copyright policy and management:

More specifically, the course aims to:

- enable participants to develop knowledge and skills through their work environment in order to develop solutions to problems in that setting;
- develop learners as reflective practitioners, with an understanding of the need for and commitment to lifelong learning;
- develop learners' research and project management skills through the undertaking of work-based project work and to select and apply appropriate research methodologies;
- enable learners to apply application of knowledge and problem-solving skills in a work-based setting;
- enable learners to apply research skills whilst adhering to the ethical procedures and practices of the workplace;
- enable learners to take responsibility for their personal and professional development.

## **Course 9B CREATE MSc Research Dissertation [taken in lieu of CREATE MSc Work Based Learning Project]**

Submission of Dissertation (10,000 words or equivalent) for MSc in Intellectual Property, Innovation and the Creative Economy. The dissertation course consists of independent research guided to a limited extent by a supervisor with some expertise in the student's chosen research topic. Students will identify a topic and research questions relating to the course themes. They will conduct empirical research to address those questions and they will critically analyse, interpret and discuss their findings, presenting these in the form of a written dissertation.

This course aims to provide students with the opportunity to:

- conduct supervised empirical research in the field of Intellectual Property, Innovation and the Creative Economy;
- present a critical account of their empirical research.