Course Name (English)	CULTURAL AND CREATIVE INDUSTRIES: KEY CONCEPTS AND ISSUES APPROVED
Course Code	CCI711

MQF Credit	4

Course Description	This course introduces students to a number of key concepts, issues and debates in relation to the cultural and creative industries. It explores the cultural and creative industries as an emerging concept that highlights the interface between creativity, culture, economics, and technology, as expressed in the ability to create and circulate intellectual capital, has the potential to generate income, jobs and exports while at the same time promote social inclusion, cultural diversity and human development. In particular, the course examines the relationship between cultural and creative values as an industry – in other words, the economy as a constructed socio-cultural phenomenon. This includes the emergence of arts and cultural policies, the rise of the cultural and creative industries, the rise of the creative cities, and the evolution of cultural and creative works. Students are introduced to several key sectors that are considered the bloodline of the cultural and creative industries such as: performing arts (music, dance and theatre); literature, creative writing and publishing; and, film, animation and digital content.

Transferable Skills	Critical Thinking, Discourse and Communication, Writing and Research

Teaching Methodologies	Lectures, Blended Learning, Seminar/Colloquium, Discussion, Workshop, Industrial Talk

CLO	CLO1	Explain key concepts and issues related to the cultural and creative industries.
	CLO2	Apply key concepts and issues of the cultural and creative industries to the study of specific nations.
	CLO3	Evaluate key concepts and issues of current practices of local or international cultural and creative industries.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to the Creative Industry 1.1) Defining the Creative Industries / The Cultural Industries Approach
2. Frameworks of the Cultural Industries 2.1) Theories of Culture, Theories of Cultural Production
3. Political Economy 3.1) Defining Political Economy
4. The Creative Industries within the Malaysian Context 4.1) A Malaysian Perspective
5. International Models and Policies of the Creative Industries 5.1) Case Studies: UK, Nigeria, South Korea and Others
6. Institutions, Ownership and Entrepreneurship 6.1) Organisational Management of the Creative Industry
7. Consumption, Market, Technology and Cultural Trade 7.1) Business Components of the Creative Industry
8. Globalisation, Cities and Creative Spaces 8.1) Scope and Direction of the Creative Industries
9. Creative Economy and the Changing Economic Landscape 9.1) Economic Influences of the Creative Industries

10. Overall Perspective and Review 10.1) Summing up the Creative Industries
11. Workshop/Seminar 11.1) Workshop/Seminar
12. Workshop/Seminar 12.1) Workshop/Seminar
13. Workshop/Seminar 13.1) Workshop/Semianr
14. Workshop/Seminar 14.1) Workshop/Seminar

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Demonstrates an understanding of key concepts and issues related to the cultural and creative industries.	30%	CLO1
	Assignment	Evaluate and argue key concepts and issues related to the cultural and creative industries.	40%	CLO3
	Seminar	Explain concerns regarding identified key concepts and issues related to the cultural and creative industries.	30%	CLO2

Reading List	Recommended Text	• **David Hesmondhalgh 2019, *The Cultural Industries*, 4th Ed., Sage Publishing UK**
	Reference Book Resources	• **Davies, R., & Sigthorsson, G. 2013, *Introducing the creative industries: From theory to practice*., SAGE Publishing UK**
		• **Flew, T. 2011, *Creative industries: Culture and policy*, SAGE Publishing UK**
		• **Hartley, J., Potts, J., Cunningham, S., Flew, T., Keanne, M., & Banks, J. 2012, *Key Concepts in Creative Industries*, SAGE Publishing UK**
		• **John, C., Lorenzen, M., & Sapsed, J. 2015, *The Oxford Handbook of Creative Industries*, Oxford UK**
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	