



REGENESYS
BUSINESS SCHOOL
Awakening Potential

Awaken your potential with
Regenesys

Creative MBA



Forget about an MBA with A difference, this MBA programme is THE difference!

This is the qualification for anyone looking to excel in, transform, and revolutionise the following creative sectors:

- Film & Electronic Media
- Advertising
- Marketing & Communication
- Public Relations
- Journalism
- Visual and Performing Arts

Students of the Creative Master of Business Administration degree will be exposed to core MBA modules revolving around business, coupled with customised electives from the various creative fields.

The modules and electives below will be covered in depth with topical and relevant case studies, concepts and contexts specifically from the creative field, gearing students towards strengthening their management and leadership skillsets, empowering them to take their sector to the next level of excellence.

Compulsory Modules:

- Business Research (online)
- Economics (online)
- Emotional and Spiritual Intelligence
- Entrepreneurship (online)
- Innovation (including design thinking)
- Operations and Supply Chain Management (online)
- Strategic Human Resource Management (online)
- Strategic Financial Management (online)
- Strategic Management (customised for creatives)
- Strategic Marketing Management

Electives:

- Business Ethics and Corporate Governance
- Mergers and Acquisitions
- International Management
- Strategic Project Management
- Strategic IT Management
- Organisational Development and Change
- Sales Management
- Mentoring and Coaching

What's Different?

- A hybrid model of virtual classrooms and 4 face-to-face modules
- Included are customised masterclasses, coaching pods and panel discussions
- Fireside chats will also afford students invaluable networking opportunities