

WELCOME TO ARCADA – THE UNIVERSITY OF APPLIED LIFE!

At Arcada University of Applied Sciences we see a degree as far more than a sequence of courses. **Studies are just as much about growing as a student and as a person, about shaping your professional role.** Interacting with professionals from different fields on campus, extending your views and exploring hands-on will only increase your appetite for learning. We want to make the Master's studies at Arcada a fun and rewarding process for you and a good investment for your work place. Welcome to an exciting and colourful journey!

WHAT IS ARCADA?

Arcada is a modern and international university of applied sciences in Helsinki, Finland. **We offer high-quality education and further education in Swedish and in English for our 2,900 students.** We believe in close collaboration with the workplace, co-operate with some ninety higher education institutions and universities throughout the world, and also conduct practical research relevant to the community. This is why a degree from Arcada in Business Administration, Tourism, Media, Technology, Sports, Health Care and Social Services is relevant and desired by employers.

Our cross-disciplinary structure means that we promote activities, syllabuses and research initiatives that cross traditional disciplinary boundaries. The areas of focus we have chosen are sustainable materials and energy systems, digital services, health promotion, patient safety and social participation. As many of our alumni have become entrepreneurs, we actively promote the entrepreneurial aspect in studies and encourage our students' business ideas.

WHAT IS A MASTER'S DEGREE FROM A UNIVERSITY OF APPLIED SCIENCES?

A Master's degree from a university of applied sciences is based on the combination of a Bachelor's degree and a minimum of 3 years of relevant work experience. It is intended for practitioners in working life, who wish to deepen and broaden their professional skills. A Master's degree programme is ideal for persons preparing to take on a managerial role. The extent of the degree is 90 cr (ECTS) and the programme can be completed in 2-4 years, combined with employment. The education is web-based but it also includes lectures, workshops and seminars. Strategic management is a central theme in the Master's degree programmes at Arcada.

DEGREE PROGRAMMES OFFERED AT ARCADA

MASTER'S DEGREE PROGRAMMES

Master's programmes offered by Arcada have a common core of management and strategic leadership. Please find out more at arcada.fi

Media Management
Real Estate Management
Advanced Clinical Care (in Swedish)
Health Promotion (in Swedish)
Rehabilitation (in Swedish)
Social Services (in Swedish)

BACHELOR'S DEGREE PROGRAMMES IN ENGLISH

Human Ageing and Elderly Service
International Business
Nursing
Plastics Technology

BACHELOR'S DEGREE PROGRAMMES IN SWEDISH

Business Administration
Distributed Energy Systems
Emergency Care
Film and Television
Information and Media Technology
Nursing
Occupational Therapy
Physiotherapy
Plastics Technology
Social Services
Sports and Health Promotion
Tourism Management

FURTHER EDUCATION

Arcada Further Education offers further education and courses for adult students. Custom-tailored study programmes can also be arranged for companies. Please see www.arcada.fi/further



CONTACT INFORMATION

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Arcada UAS is ECTS- and DS-certified since 2004. The Arcada Patient Safety and Learning Centre (APSLC) is recognised by the Finnish Ministry of Education and Culture as a Centre of Excellence for the years 2010-2012. The Arcada quality assurance system passed the audit by FINHEEC in 2011.



ARCADA

UNIVERSITY OF APPLIED LIFE. Master's Degree Programme in Media Management.



MASTER'S DEGREE PROGRAMME IN MEDIA MANAGEMENT (90 CR ECTS)

Are you looking for tools to manage the rapidly changing media industry? Or do you find yourself in the industry struggling to see the bigger picture? New technology and changing consumer behaviour offer unlimited opportunities for people capable of responding to the creative and managerial challenges. A media manager today does not necessarily have an educational background in media or culture. Our approach is that a media manager needs a multidisciplinary understanding of the media, based on economics, technology and culture. Management is about finding appropriate resources, and working with and through other people to accomplish organizational goals.

The Master's programme in Media Management at Arcada presents you with real-life cases and projects useful to a manager in any media-related company. On Arcada's modern premises you can apply your knowledge hands-on. Stadi.TV, the Arcada-run Helsinki community television, offers our students a unique possibility to plan, design and produce traditional and interactive media concepts for real platforms.

Strategies and innovations in media are intimately linked to research and development. An important part of the curriculum is to plan and accomplish your own development project in the form of a Master's thesis. In the process you will learn to identify problems, ask relevant questions, and report and communicate your findings in a way that meets the academic standards and is relevant to the industry. The aim of the thesis project is to advance the operations or management methods of a creative company. In other words, your Master's degree can be designed to be a wise investment for your employer.

WHO IS THE PROGRAMME FOR?

The Master's Degree Programme in Media Management at Arcada is intended for persons who wish to deepen their knowledge, skills, and competence in order to manage creative companies within the content industries. The programme prepares students for predicting market trends and industrial development and for applying this knowledge to develop business and content concepts as well as business operations. Further, a graduate from the programme is capable of creating new knowledge for market actors and public authorities operating within the content industries.



The modern facilities of Arcada include a TV studio, in which students can practise their skills hands-on.

Although with status of national film and television school, Arcada educates professionals in several fields and thus provides ideal frames for interdisciplinary studies.



PROGRAMME OUTLINE

The scope of the programme is 90 credits (ECTS). The programme is run as part-time studies, which enables work alongside the studies. It takes 2-3 years for a student to complete the degree. The courses are taught entirely in English and they are linked to the RDI (research, development and innovation) activities at Arcada. The courses comprise scheduled lectures, workshops, seminars, RDI exercises and independent studies. Scheduled tuition takes place mainly after 4 p.m. on weekdays and between 9 a.m. and 5 p.m. on Saturdays. About 25% of the programme consists of scheduled tuition in class and in living lab environments. 75% of the programme is conducted as independent studies. Each student receives an individual study plan, which allows him/her to tailor the degree to individual needs, based on previous study and work experience.

MODULES

Mastering the Media Landscape (15 ECTS)
Managing Media Businesses (20 ECTS)
Managing Creativity and Innovation (15 ECTS)
Research Methodology (5 ECTS)
Optional Studies (5 ECTS)
Thesis Project (30 ECTS)

The Master's thesis project consists of a development project for a client or for the student's employer and a thesis report, in which the student publishes the key results of the development project.

APPLICATION AUTUMN 2011

ELIGIBILITY

YOU ARE ELIGIBLE IF YOU HAVE

a **suitable Bachelor's degree** in e.g. Media and Communications, Arts and Culture Management, Business Management, Media and Information Technology, Art and Design, Advertising, Literature and Culture Studies or Entertainment Law. A Bachelor's degree in some other field can also be sufficient if the applicant has relevant work experience.

AND

at least 3 years of relevant work experience gained after completing the Bachelor's degree. The work experience will be recognized based on the work certificates from the degree awarding day. An eligible candidate has worked in Media and Art Production, Design, Communications, Business Administration, or in some other relevant field within the content industries. Artistic experience in Visual Arts, Theatre, Dance or Music can also be counted as relevant work experience.

Sufficient knowledge of English. The applicant must prove sufficient knowledge of English.

Please see arcada.fi for more detailed information.

HOW AND WHEN TO APPLY

The application form is found at arcada.fi during the **application period September 19th - October 14th, 2011**. Detailed information about the application process, timetable and required enclosures is presented online.

CONTACT

Please see arcada.fi for further information about the Master's Degree Programme in Media Management. Also, feel free to contact us with any questions you may have.

Questions regarding the programme and the studies

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Questions regarding the application process

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APPLY!
ARCADA.FI