



MA CREATIVE ENTERPRISE

MA Creative Enterprise is an interdisciplinary programme that combines the strengths of three world renowned schools at the University of Reading: Arts and Communication Design, Henley Business School, and the School of Law.

In the fast-evolving creative industries, commercial and business skills are becoming increasingly valuable to ensure success. The MA Creative Enterprise is designed to further develop both your creative skills and business acumen to maximise your employability.

Whether you wish to build your career as a practitioner, enhance your business skills alongside your creative and critical ones, set up a business, or advance into and excel in a managerial role, this is the right programme for you.

The programme offers four specialist pathways: Art, Communication Design, Film, and Theatre. All pathways share modules in entrepreneurship, management, and intellectual property law.

The specialist pathways will allow experienced professionals as well as recent graduates the opportunity to broaden their knowledge and skills within their creative specialism. The Film and Theatre pathways are offered by the Department of Film, Theatre & Television, a lively, friendly Department providing a dynamic, creative community.

*Please note that all modules are subject to change.

MA Creative Enterprise modules*

The following modules are compulsory across all pathways:

Management in creative and cultural organisations

Entrepreneurial management for creative artists

Two modules to be chosen from the following options:

Financing for entrepreneurship

Intellectual property law: copyright and designs

Intellectual property law: patents and trademarks

Internet law

International and comparative intellectual property law

Film Pathway

The Film Pathway gives you the opportunity to develop your skills in critically informed filmmaking. Study of film aesthetics, world cinema, programming, and festivals, informs your work in film production, and this is combined with modules on entrepreneurship and management, as well as internet law and intellectual property, maximising your opportunities to work in this dynamic and creative field.

A placement module brings students in direct contact with industry branches, opening up a number of career opportunities. A range of high-profile practitioners offer sessions across all modules, offering students an insider's view of film practice and business.

The programme is highly flexible, and you can also choose from a range of modules to complement your interests.

The major project which completes your studies takes the form of either a short film or a dissertation. The Film Pathway is ideal for a range of applicants, including those who want to develop careers as filmmakers, creative producers, film programmers or in applied film research.

Three modules to be chosen from*:

Film aesthetics

Film production

Film programming and film festivals

World cinema

Placement module

Plus:

Film practice or dissertation

Theatre Pathway

On the Theatre Pathway, you'll explore theatre practice and its critical contexts, learn about the importance of programming and curating in the contemporary theatre landscape, and deepen your understanding of industry trends and practices.

In the first stages of the degree, you choose modules from a selection. Your course will culminate in an extended project, normally a written dissertation or a practical production.

The Theatre Pathway is ideal if you are hoping to develop a career in arts journalism, theatre management and administration, entrepreneurial projects in theatre and the creative industries, or arts teaching and research. Our students are encouraged to make the most of our excellent connections to the creative industries right from the start of the course.

Three modules to be chosen from*:

Contemporary theatre and performance practices

Transnational theatre landscapes: institutions and infrastructure

Theatre programming and theatre festivals

Placement module

Plus:

Theatre practice or dissertation

"There's a really clear relationship with my practice of how we set up systems and how the audience reads what we're putting on display. All of that knowledge is what I learned at Reading. My time there was really rewarding and in-depth and has inspired me to do what I have done in life."

Terry O'Donovan
Co-Artistic Director at Dante or Die Theatre

Explore the MA Creative Enterprise

The MA Creative Enterprise also includes pathways in Art and Communication Design.

For more information, visit MA Creative Enterprise: Art Pathway reading.ac.uk/mace-art

MA Creative Enterprise: Communication Design Pathway reading.ac.uk/mace-design

A vintage movie projector is shown in a dark setting, illuminated from the side. A bright beam of light emanates from the lens, creating a soft glow and lens flare. The projector's reels and mechanical components are visible, with a warm, golden light reflecting off its surfaces. The background is dark and slightly hazy, emphasizing the projector as the central subject.

"The MA Creative Enterprise: Film Pathway programme was one of the most wonderful experiences of my life. It gave me my first exposure to filmmaking and made me aware of the challenges of completing a film. The focus on both practice and theory was key. The programme provided me with a professional foundation to work in the film industry in the future."

Wanying Zheng
MA Creative Enterprise: Film Pathway

Learn more about the MA Creative Enterprise at reading.ac.uk/mace