



CASS
BUSINESS SCHOOL
CITY, UNIVERSITY OF LONDON
EST 1894

The Centre for Creativity
in Professional Practice

The Masters in Innovation,
Creativity and Leadership

The Centre for Creativity
in Professional Practice
E: creativity@city.ac.uk
www.creativity.city.ac.uk

The Centre for Creativity in Professional Practice



of research projects



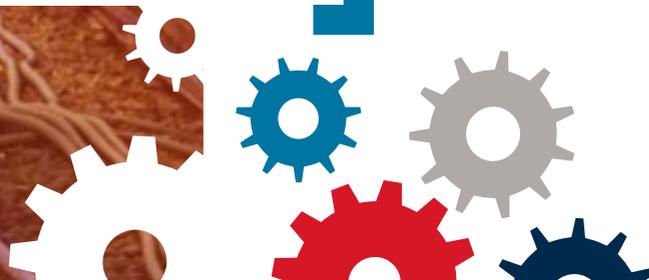
The Centre for Creativity in Professional Practice is a unique venture to understand and support creativity, design and innovation from different disciplinary perspectives. It is an integrated network of creativity researchers and practitioners not only from business and design, but also the social sciences, informatics, health sciences, engineering, law and the arts.

The Centre's research partners collaborate in interdisciplinary projects to deliver new means of enhancing creativity and innovation in professional work. Clients exploit the expertise, techniques and tools that result from this research to increase their own creative and innovative practices. And the Centre's participants deliver conferences, master classes and tutorials to gain new creativity, design and innovation skills.

The Centre supports all sizes and types of client – from large multi-national businesses to local charities, from banks and manufacturing organisations to individual artists and care organisations.

“We’re a small organisation providing niche services to the care sector. The interdisciplinary approach of the centre and their passionate team has supported us to design unique creative solutions that delight our clients.”

Chris Gage, Managing Director, Ladder to the Moon



Masters

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The Masters in Innovation, Creativity and Leadership

The Masters in Innovation, Creativity and Leadership – the MICL – from City, University of London is a unique interdisciplinary course designed to give innovation leaders all the skills to turn ideas into action.



8
MODULES

+ individual project

WHO IS IT FOR?

Could it be for you? Quite possibly. We've thought long and hard about who is the "target" market for the MICL, and concluded that it is much wider than any particular industry, or discipline. The MICL has been designed for individuals who wish to develop the skills to turn ideas into action. Whether you work for a big company or for yourself, whether you're an engineer, artist, IT specialist or a designer, it really doesn't matter.

What matters is that you are interested in the possibilities that a creative climate can create for you or your company and that you're interested in learning how to manage innovation.

FULL-TIME

12

months

PART-TIME

28

months



Tuition fees per year

£20,000 FULL-TIME

£10,000 PART-TIME

(2016 fees)

6th 
in the UK

The *Financial Times*
European Business
School Rankings 2016





Professor Neil Maiden

Director of the Centre for

Creativity in Professional Practice

Neil is Professor of Digital Creativity at the Cass Business School.

He is, and has been, a principal and co-investigator on numerous EPSRC- and EU-funded research projects worth a total value over £30million, and has published over 170 peer-reviewed papers in academic journals and conferences. Neil has a PhD in computer science from City University London, and has established research track records in software engineering and human-computer interaction design.

His current research focus is digital support for human creativity. It supports creative thinking in professional domains that include design, risk management in health-and-safety, medical training and social care.



The Centre for Creativity in Professional Practice

Since its foundation in 2008, the Centre has engaged with multi-nationals and consulting businesses, as well as charities and individual professionals, to promote creativity and innovation across professional practices.

If you need a business partner to understand how creativity currently happens in your organisation, or to introduce changes to increase this creativity and innovation, we can offer you the expertise, services and products that you will require, and will work with you to customise solutions to meet your needs.

The Centre has both the expertise and the track record to win funding for research and knowledge transfer, from agencies that include Innovate UK, the European Union and the UK Research Councils, as well as from private organisations such as Google.

EVENTS

Sign up to the Centre's seminars, master-classes and annual conference to learn more about creativity and innovation.

RESEARCH, ENTERPRISE AND COMMUNITY ACTIVITIES

The Centre has participated in research projects worth over £14 million in funding from public bodies such as Innovate UK and the European Union, and private organisations such as Google and E.ON.

The research seeks to understand and invent new mechanisms for delivering creativity and innovation into professional practices. The Centre also supervises doctoral research in creativity and innovation.

Examples of our partners and clients:

MULTI-NATIONAL ORGANISATIONS

The Centre facilitated the creative redesign of air traffic management systems for Eurocontrol, the European Organization for the safety of air navigation.

For CNH Industrial, the Centre has delivered new forms of digital creativity support for managing health-and-safety in its manufacturing plants.

CONSULTING

For Atlantic Systems Guild, we delivered new forms of creative project processes, and for AGT International, we helped to rethink integrated transport systems in Germany.

DIGITAL BUSINESSES

We have developed and rolled out new forms of digital creativity support for professional workers, for businesses such as the serious games developer Playgen, the digital product studio UsTwo, and London's Digital Shoreditch Festival.

CHARITIES

We have collaborated closely with charities such as Nightingale Hammerson, Ladder to the Moon, and the Registered Nursing Home Association, to introduce creative thinking in different forms to improve the care of older people with dementia.



Dr. Konstantinos Zachos

Research Fellow at the Centre

Konstantinos has been involved in research in the areas of computer science and creativity with a focus on designing and developing digital creativity tools to reinforce learning in creative problem solving and enhance creativity in business.

He has developed several software tools, including AnTiQue (Analyg Tracker in Queries), which retrieves natural language artefacts in domains analogical to a problem in order to support users to reason analogically with then transfer and apply knowledge from the analogical domain to manage a current problem.



ICL Conference

The annual event about innovation, creativity and leadership

The Centre hosts an annual spring conference about all aspects of innovation, creativity and leadership in professional practices. It is composed of keynote presentations, research seminars, workshops, tutorials and opportunities to meet. The conference attracts a wide range of attendees. As well as academics and industrial researchers, it attracts business and third sector leaders, professionals and artists. They attend in order to exchange ideas and understand how different perspectives on creativity can enhance innovation and leadership.

JUICE Research Project

Digital Creativity support for journalists



As part of Google's 2016 Digital News Initiative, the Centre has designed a new digital prototype to support creative thinking by journalists during the early development of news stories. Developed by academics and researchers from the Cass Business School and Department of Journalism, the digital prototype is called JUICE – the JoUrnaIst Creative Engine.

JUICE is a simple Add-on Sidebar and Dialog Box in Google Docs that a journalist can invoke when developing news stories.



The Masters in Innovation, Creativity and Leadership



“The MICL nurtures skills that allow you to look at challenges from different perspectives, making you step back, looking at the bigger picture, or get closer, looking at the details. You train your natural flexibility and increase your ability to adapt to ever-changing situations.”

Frank Milani, MICL *alumnus*, Co-founder Powergoat

The MSc, MA or MInnov in Innovation, Creativity and Leadership is available full-time over one year or part-time over 28 months (daytime study).

It is anticipated that part-time students will have busy working lives, so the taught modules will be delivered both weekly – a half-day per week – and in block half-week periods. The MICL will use a variety of different teaching methods. There will be a strong emphasis on reflective learning and collaborative problem solving.

To enable reflective learning the MICL will use a range of interactive teaching methods that recognise the expected knowledge and experience of the students. This will include extensive group work, workshops, and explorations of new technologies.

Traditional lectures will be kept to a minimum. Instead the focus will be on discussion groups and informal learning between students from different domains and backgrounds. There will also be

the option to attend regular seminars, workshops and demos centred around the topics of Innovation, Creativity & Leadership, organised by the Centre for Creativity in Professional Practice.

WHERE WILL IT TAKE YOU?

Maybe you'll take your new skills back to your current employer. Or maybe you'll be moving on to new opportunities. Maybe you'll become an entrepreneur, setting up your own business from an idea developed through the course. The MICL has been designed to unlock career possibilities.

The MICL is geared to have immediate impact on students' capabilities – and bring lifelong rewards through accelerated career progression. At the same time, graduates will have built a diverse network of like-minded individuals – a rich source of ideas and mutual support.

COURSE STRUCTURE

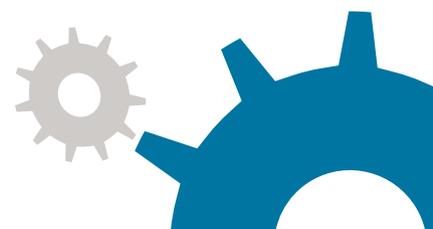
The MICL has been designed to provide practical skills for a wide

range of professional disciplines and types of organisations. The course focuses on developing, applying and practising the skills you learn, rather than just teaching the theory.

Core modules

- Delivering Innovation – Turning ideas into action
- Creative Writing
- The Psychology of Creativity and Innovation
- Leading Creative Design
- Creative Problem Solving and Leadership
- Technologies, Creativity and Innovation
- The Law, Creativity and Innovation
- Creativity and the Creative Industries

In addition, students will write their Individual Project, for which they have the opportunity to pursue their passions, receiving one-to-one supervision from an academic with relevant experience.



ADMISSION REQUIREMENTS

- We normally require an undergraduate degree equivalent to a UK 2.1 or higher, though applicants who do not hold a degree may be considered on the basis of excellent work experience alone.
- Strong communication skills including a well-balanced IELTS level with an average of 7.5, a minimum of 6.5 in writing and 6.0 in all other components.
- Evidence of a minimum of three years employment, at an appropriate level.

A REPUTATION FOR EXCELLENCE

All teaching at Cass is underpinned by the latest cutting-edge research, with our lecturers creating and imparting the most up-to-date knowledge in their field. The Research Excellence Framework (REF) 2014 rated Cass 6th in the UK for Business and Management research. According to HEFCE data, 84% of Cass research submitted was classified as world-leading (4*) or internationally excellent (3*).



Dr. Sara Jones

Course Director for the Masters in
Innovation, Creativity & Leadership

Sara is a Senior Lecturer in the Faculty of Management at Cass Business School, a founding member of the Centre for Creativity in Professional Practice, and Course Director for the Masters in Innovation Creativity and Leadership.

From 2006 – 2011, she held an RCUK Research Fellowship in creativity applied to design and engineering, with a particular focus on the design of interactive systems. Her interests include the use of new and emerging technologies to support creative processes. She has published extensively in conferences and journals in these areas.

“After many years in management roles I was keen to broaden my thinking, and to benchmark my experience against others at a similar level, gain new skills, discover new insights and examine any transferable approaches I could bring back to my own work.”

Claire Mescia, MICA alumna, National Programme Manager
(NHS FT Governor Council)



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 youtube.com/user/Centre4Creativity

 Centre for Creativity in Professional Practice

 @creativity_city and #theMICL

 facebook.com/cassofficial

 instagram.com/cassbusinessschool



Cass Business School

In 2002, the School was renamed Sir John Cass Business School following a generous donation towards the development of its new Bunhill Row premises.

Sir John Cass's Foundation

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 18 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



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OF LONDON**

