



Cass Business School
CITY UNIVERSITY LONDON

The Masters in Innovation, Creativity and Leadership The MICL



The Masters in Innovation, Creativity and Leadership

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

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 doesn't really matter.

Our current students come from a variety of backgrounds including marketing, hotel management, the public sector and consultancy. What matters is that you are interested in the possibilities that enabling a creative climate can create for you or your company and that you're interested in learning how to manage innovation.

Teaching

The course 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 – one 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 centered 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.

Centre for Creativity in Professional Practice

Founded in May 2009 as part of a University-wide drive towards interdisciplinary research and teaching, the interdisciplinary Centre for Creativity in Professional Practice brings together research from all five Schools at City University London.

City University London is based in the heart of the capital, close to the City of London, where it contributes significantly to the capital's academic, cultural and business life.

The Centre for Creativity aims to become the UK leader in the teaching, research and knowledge transfer of creativity in professional practice. The Centre's university partners carry out research across a wide range of professions including business, engineering, technology, law, psychology, health, arts, journalism, and learning development.

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I believe the MICL gives you an 'edge' that no other course does. The width and depth of areas covered means that you are constantly challenged and learning, often about subjects you won't have come across before, and take you out of your comfort zone. It changed the way I approach work and indeed any life situation, and gave me new skills, insights and a great pool of people to share professional knowledge and experience with.

Sue Whittle, Enterprise Consultant, MICL student

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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. In the UK's most recent **Research Excellence Framework (REF)**, Cass is ranked 6th in the UK for business and management research: 84% classified as world-leading (4*) or internationally excellent (3*).

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.

Modules

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

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 minimum of three years employment, at an appropriate level.

In 2015 the *Financial Times* ranked Cass Business School

6th in the UK

12 months (full-time) or
28 months (part-time)

8 modules

+ Individual Project

£20,000 full-time or
£10,000 per year part-time
Tuition fees

Get in touch

www.cass.city.ac.uk/msc-creativity



Turn ideas into action

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Cass Business School

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

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.

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Centre for Creativity in Professional Practice at City University London



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