

Certificate Examination Regulations & Course Description

This CER of Steinbeis Akademie applies to the following course, based on the valid Framework for Implementation of Certificate Courses in the current version.

CREATIVE LEADERSHIP					
I. COURSE DESCRIPTION					
Provider	Berlin School of Creative Leadership https://berlin-school.com/				
Fields of competences	Management X	Personal Development X	Education Management	Healthcare	Technology & Digitalization
Location	Berlin				
Graduation	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS) X	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)	Micro Credentials (MC)
Qualification Goals	<p>This program aims to address creative leadership, from theoretical, historical, and practical perspectives, for mid- and senior-level creators, leaders, and entrepreneurs in creative businesses, industries, and economies. These individuals, and the arenas in which they currently live and work, are currently experiencing rapid transformation, and the program promises to equip them with skills, tools, and mindsets to navigate and succeed amidst the ongoing changes in themselves and their environments. To do so, the program will immerse participants in three related areas.</p> <ol style="list-style-type: none"> Humanity and Technology: Creative Industry, Economy, and Entrepreneurial Landscapes, will explore the integration of creative people, processes, and work with advanced technologies in current and future business and social contexts. Self and System: Becoming a Creative Leader, will empower participants to develop their leadership capabilities by leveraging their shared connections with organizational, industry, and social systems. Building a Creative Leadership Practice in today's Creative Landscape, will guide participants in developing individual leadership and development plans to extend and practice program learnings. 				
Admission requirements	None <i>(except the ones mentioned in Framework for Implementation of Certificate Courses)</i>				
Format	Classroom & online (hybrid)				
Language	English				
Performance records	Written Exam	Presentation X	Case Study	Transfer Paper X	Project Study
Workload	Total (hours)	Seminar time	Self study time	Transfer time	
100% online course	450 h	36 h	414 h	n.a.	
Hybrid course	450 h	58 h	392 h	n.a.	

II. CONTENT „CREATIVE LEADERSHIP“ (DAS)				
MODULE	KEY TOPICS	SEMINAR hours	SELF STUDY	TOTAL hours
Module 1. Humanity & Technology: Creative Industry, Economy, Entrepreneurial Landscapes	Objective: To equip participants to lead creative people, processes, work by integrating advanced technologies to shape and enhance creative lives, businesses, communities in current / future contexts. <ul style="list-style-type: none"> - Contextual Awareness + Creative Sensemaking - Global trends + market dynamics in CCI, Creative Entrepreneurship, Creator Economy - Creative (Re-)framing of Data, Knowledge, Stories - Data-Driven Decision Making: Leveraging data analytics in creative + business decisions - Leadership of creative talent across professions, functions, and human dimensions - Emerging Technologies in Creative Industries (AI, AR/VR, blockchain, Web 3) - Collaboration + co-creation across boundaries 	12 h	38 h	150 h
Module 2. Self & System: Becoming a Creative Leader	Objective: To empower participants to develop further their creative leadership capabilities by leveraging their shared connections with organizational, industry, social systems and by clarifying, creating, capturing value in their businesses and markets. <ul style="list-style-type: none"> - Learning Agility / Systems Thinking + Leadership - Intellectual and Positional Humility - Self-actualizing versus Relational priorities - Decision-making & Design Thinking for the self - Shifting mindsets + navigating multiple timescales - Anticipating the future using creative foresight + holistic forecasting tools - Architecting creative processes, scaffolds, structures, and platforms 	12 h	38 h	150 h
Module 3. Building a Creative Leadership Practice in today's creative landscape	Objective: To guide participants through thorough self-assessments of their creative leadership capabilities, resources, principles, and goals as a basis for developing individual leadership and development plans to extend and practice program learnings. (<i>Modul 3 can be delivered as an intensive 5-day in-person module in Berlin.</i>) <ul style="list-style-type: none"> - Embracing presence and legacy + crafting a practice to bridge them - Creative Leadership operating system - Enabling shared + ongoing meaning-making - Becoming a steward of one's (and others') - Time, energy, attention, and mindsets - Personal branding - Fostering collective well-being + creative flourishing - Empowering networks, building partnerships, and connecting with creative communities - Driving human, technological, and business performance 	100% online: 12 h hybrid: 34 h	100% online: 138 h hybrid: 116 h	150 h