IMS 6340 Managing Strategy and People in International Techno-Creative Industries

"Techno-Creative" industries (game design, animation and social media) have become important global industries. This course will apply principles from strategic management and international HRM to prepare professionals to work in and "add value" in these industries. Game design, and related industries will be used in this course as a platform for hands on learning. Case studies, speakers and projects will be used to bring to life principles of strategy and human resource management. No prior interest or experience in game design or related industries is required, but will be welcome. (3-0) Y