



**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

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**The Centre for Creativity  
in Professional Practice**

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The Masters in Innovation,  
Creativity and Leadership

[ Always learning ]

The Centre for Creativity  
in Professional Practice  
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[www.bayes.city.ac.uk/  
creativity](http://www.bayes.city.ac.uk/creativity)

# 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.

## 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 bring about for you or your company and that you're interested in learning how to lead innovation.



**8**  
CORE MODULES

+ individual dissertation OR



**8**  
CORE MODULES

3 electives + individual project

FULL-TIME

**12**

months

PART-TIME

**24**

months

**6** <sup>th</sup>   
in the UK

according to  
*The Financial Times*  
European Business  
School Rankings 2021





**Dr Sara Jones**

Director of the Centre for

Creativity in Professional Practice

Sara is a founding member of the Centre for Creativity in Professional Practice. She is Course Director for the Masters in Innovation Creativity and Leadership, and a Senior Lecturer in the Faculty of Management at Bays Business School. Her research takes an interdisciplinary approach to the study of applied creativity and design thinking, and their relationships with innovation, especially digital innovation. During the course of her career, she has been a principal or co-investigator on funded research grants and contracts, together worth around £13 million, and has published over 120 peer-reviewed papers in academic conferences and journals. Sara has consulted for a number of major organisations, and supervised 9 PhD students to completion. She holds a PhD in Computer Science from City, University of London. Sara delivers the MCL module on Technologies, Creativity and Innovation.



## 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.

### RESEARCH, ENTERPRISE AND COMMUNITY ACTIVITIES

The Centre has both led and collaborated in research projects worth over £18 million in funding from public bodies such as Innovate UK, Arts Council England, the British Council and the European Union, and private organisations such as Google and E.ON.

Our research and practice 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.

### EVENTS

Sign up to the Centre's regular events to learn more about creativity and innovation.

Examples of our partners, clients and services:

### CREATIVE LEADERSHIP

The Centre offers a programme of executive education in Creative Leadership for executives and senior managers who are working in contexts with high rates of change needing new ways of working and thinking.

### 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.

### 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.

### 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.



### Andy Wilkins

Senior Honorary Visiting Fellow

Andy Wilkins is a founding member of the Centre for Creativity in Professional Practice and also a founder of Perspectiv LLP, a professional services firm with over 20 years' experience working with Bayes and in business. Perspectiv's expertise includes embedding innovation, leadership and teamship into organisations around the world. Andy is a long term associate of the Creative Problem Solving Group in the USA. He delivers the Centre's course on Creative Leadership, as well MIICL modules on Creative Problem-Solving and Leadership and Delivering Innovation.

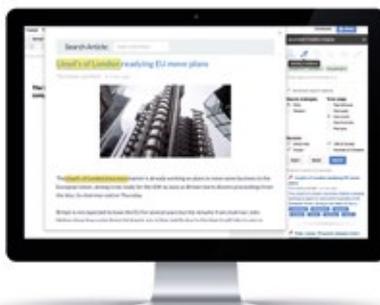


### Innovation for African Universities

The Centre is collaborating with colleagues from Bayes, as well as the University of Nairobi and ChangeSchool Ltd to form a Centre of Excellence that is supporting the work of 24 projects across Ghana, Kenya, Nigeria, South Africa and the UK, aimed at strengthening the entrepreneurship and innovation ecosystem and improving student employability outcomes in Sub Saharan African universities. The £3m project, funded by the British Council, is the biggest of its kind, and seen as a game-changer in the region.

### JUICE Research Project

Digital Creativity support for journalists



### Boosting Resiliences

In the Boosting Resilience programme, funded by Arts Council England 2017 - 2019, the Centre for Creativity in Professional Practice collaborated with colleagues from The City Law School, The Culture Capital Exchange and Manchester Metropolitan University to support 27 arts and cultural organisations across England in developing their resilience through making the most of their creative assets.

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 Bayes Business School and Department of Journalism, the digital prototype was called JUICE – the Journalist Creative Engine.



**Professor Mary Ann Kernan**

Professor of Creative Practice

Mary Ann is a founding member of the Centre for Creativity in Professional Practice and delivers the MICL module on Creativity and the Creative Industries. She has extensive professional experience in the publishing industry and now conducts research on publishing history and the impact of digitisation, as well as investigating the role and impact of experiential and arts-based learning in professional and management education.

# The Masters in Innovation, Creativity and Leadership

The MSc, MA or MInnov in Innovation, Creativity and Leadership is available full-time over one year or part-time over 24 months (daytime study).

The MICL uses a variety of different teaching methods that recognise the expected knowledge and experience of the students. There will be a strong emphasis on reflective learning and collaborative problem solving.

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

### 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.

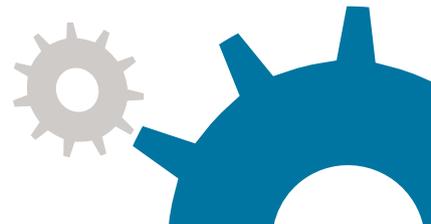
### COURSE STRUCTURE

The MICL has been designed to provide practical skills that are applicable in 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
- Intellectual Property, Law and Management
- Creativity and the Creative Industries

In addition, students will write their Individual Project or Dissertation, for which they have the opportunity to pursue their passions, receiving one-to-one supervision from an academic with relevant experience. Students also have the option to sit 3 elective modules in their third term.





### 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 an English language qualification where relevant, such as IELTS level 7, with a minimum of 6.5 in writing and 6.0 in all other components.
- Evidence of a minimum of three years full time employment, or equivalent, at an appropriate level.

### A REPUTATION FOR EXCELLENCE

All teaching at Bayes 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 Bayes 6th in the UK for Business and Management research. According to HEFCE data, 84% of Bayes research submitted was classified as world-leading (4\*) or internationally excellent (3\*).



### Professor Neil Maiden

Professor of Digital Creativity  
and Director of the Centre for  
Creativity enabled by AI

Neil is a founding member of the Centre for Creativity in Professional Practice and delivers the MICL module on Leading Creative Design. He is, and has been, a principal and co-investigator on numerous EPSRC- and EU-funded research projects worth a total value over £30 million, and has published over 170 peer-reviewed papers in academic journals and conferences. His current research focus is digital support for human creativity.



“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, MICL *alumna*, National Programme Manager (NHS FT Governor Council)



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Centre for Creativity in Professional Practice



@creativity\_city and #theMICL



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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.



**UNIVERSITY  
OF LONDON**

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