



# THE MBA+

FOR CREATIVE ACTIVISTS  
+ INNOVATORS

Creative acumen for business  
and business acumen for  
creatives



**Henley**  
Business School

## OVERVIEW

The MBA+ is a new offering at Henley to provide creative acumen for business people and business acumen for creatives.

**The MBA+ programme consists of Henley's international, triple-accredited MBA with additional workshops and speakers focusing on the progressive business ideas and practices of the creative economy.**

## What you'll get

Through our deeply immersive learning experience, you will:

- Learn to build new forms of business models
- Work on creative and innovative projects
- Develop the skills needed to manage creatives and creative work
- Understand the working future with emphasis on industry 4.0 and design thinking

## Programme structure

The themes covered:

- Processes and systems for innovation and creativity
- Resilient business performance
- Finance for innovation models
- Rapid business model innovation and design LED thinking
- Creative problem solving
- Managing creatives
- Disruptive technology enablement

## How to apply

All applications for the MBA+ can be made online via the Henley website at [www.henleysa.ac.za/mba/music\\_creative](http://www.henleysa.ac.za/mba/music_creative)

## Fee structure

- R239,500 for Flexible Executive MBA
- R39,000 for MBA+

## Duration

- 2 weeks

For enquiries +27 11 808 0860 or email [admissions@henleysa.ac.za](mailto:admissions@henleysa.ac.za)