



THE AGA KHAN UNIVERSITY

Graduate School of Media and Communications

Executive Masters in Media Leadership and Innovation



A new kind of leadership



In a world of fake news, changing consumer needs, citizen journalism and a shrinking marketplace influenced by emergence of new technologies, media institutions need to re-evaluate their business models.

The industry requires a new kind of leadership. Now more than ever, the region demands sophisticated media leaders who can navigate this era of unprecedented change. It needs leaders capable of strengthening media viability, fostering innovation and enhancing quality across multiple media platforms.

Overview

The Executive Masters in Media Leadership and Innovation will instill this new kind of leadership

The programme is designed to support visionary leadership and enhance the capacity to develop innovative solutions to current and future problems. Focusing on local issues and addressing global trends, EMMLI will bolster knowledge, leadership and innovation management skills of current and future media executives in order to ensure media viability.

Students will examine their leadership styles and accelerate their drive for innovation, entrepreneurship and sustainability.

Why EMMLI?

The programme will:

- Enhance your business and managerial knowledge
- Improve your organisation's competitiveness
- Expose you to challenges facing the media and communications sectors in times of unprecedented change
- Build your knowledge and skills in media leadership and innovation management

Mode of Delivery

18 Transformative Months

The Executive Masters in Media Leadership and Innovation programme uses a blended format comprising interactive sessions, case studies, electronic portfolios, intensive group discussions and virtual study.

The immersive 18-month programme includes one year of coursework and a capstone assignment, where participants complete a management project for implementation in their workplace.



Our Courses

SEMESTER

1

- Leading Media Enterprises in the Digital Era
- Leading Resource planning 1: People & technology
- Leadership for Innovation & Growth
- Risk Management, Law & Ethics for Media Industries

SEMESTER

2

- Branding & marketing in the digital era
- Entrepreneurial Enterprise & corporate renewal
- Leading resource planning 2: Finance and facilities
- Finance & facilities Research for Media & Communications Business

SEMESTER

3

- Capstone Leadership Project

Academic Director



Nancy Booker, PhD has had an illustrious career as an academic, teacher, researcher and media practitioner with over 18 years teaching and academic administration experience. Dr Booker specializes in broadcast journalism, multimedia storytelling, media management and health communication. She has also been trained in leadership at Harvard. Dr Booker has several peer-reviewed publications in these areas and appears and comments regularly on Kenya media. She is actively engaged with several media organizations to strengthen and professionalize media in East Africa and is a member of several professional and academic organizations. Dr Booker currently serves as a board member in the East African Communication Association.

Facilities



GSMC features fully-equipped specialist media suites for both television and radio as well as:

- A spacious multi-media studio and sound proof case study room
- Break-out discussion rooms
- Reading spaces
- A fully stocked information resource centre
- Post-production labs equipped with iMacs and the latest editing software
- Video and photography cameras
- A state of the art television and studio control room with professional software
- A relaxation/coffee lounge

For Who?

The Executive Masters in Media Leadership and Innovation is for mid- to senior-level executives working in media and communication.

Life-long Learning

Upon completing EMMLI, you will become a member of the AKU alumni network. You will have access to a wealth of resources and receive exclusive invitations to learning sessions that facilitate professional growth.

Entry Requirements

- A relevant undergraduate degree (3- or 4-year degree depending on years of pre-tertiary education), awarded by a recognised postsecondary institution.
- Relevant professional career experience
- A minimum cumulative grade point average (CGPA) of 3.00 on a 4-point scale, overall B average or equivalent.



Application Process

Step 6: Offer of admission

List of selected candidates is submitted for approval by university-wide committees.

On approval, candidates are offered admission to Executive Masters in Media Leadership and Innovation programme.

Step 1: Application

Applicants submit application to AKU Registrar's Office.

Step 2: Shortlisting

Applicants are shortlisted based on a review of admission documentation and portfolio of work submitted.

Step 3: Admissions Test

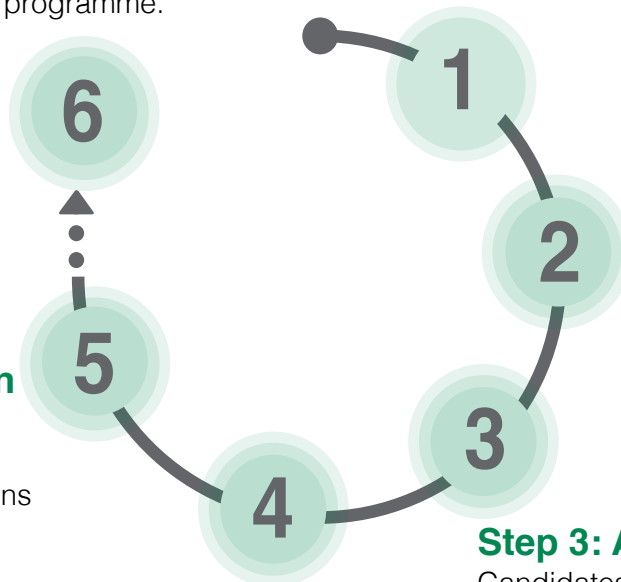
Candidates who meet University and programme eligibility requirements are invited to take an admissions test, which includes an English language component.

Step 4: leadership Challenge

Candidates are presented with a leadership challenge to solve in groups

Step 5: Final selection

Applications are ranked according to an admissions matrix prepared by Admissions Committee.





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