The Associate Degree in Creative Industries is designed as an award for people with a high level of expertise and technical skill in their creative profession who seek a higher education qualification to support their career development. They may wish to develop in the areas of creative industries management, entrepreneurship and innovation; advance to a related more senior role; or start on a pathway to a higher-level university qualification. The seven creative industries sectors addressed in this course include:

- Interactive and Digital Design
- Music and Performing Arts
- Film, Television and Radio
- Writing and Publishing
- Advertising and Marketing
- Media and Communication
- Visual Arts.

The Associate Degree in Creative Industries offers students an opportunity to develop relevant business management knowledge and skills within the context of the creative industries. An essential element of the core units of study is the grounding in practical application of the theories and models of business and management and the exploration of issues facing creative industries practitioners and managers in society.

There will be an emphasis on developing knowledge and skills applicable to a multidisciplinary environment that many creative industries workplaces require. Four of the core units focus on the development, management and delivery of a creative industries project/event that will be launched in the last session of the course. The project aims to put into practice all the core unit learning outcomes integrated into a real work application.

ENTRY REQUIREMENT
Applicants may be regarded as eligible for admission if they have:

- completed the NSW HSC and attained the required ATAR (Australian Tertiary Admission Rank),
- or completed other equivalent qualifications such as a recognised Certificate III or Certificate IV
- vocational experience and attained the required entrance standard set for the course. This experience may include bridging/preparatory courses, paraprofessional and other post-secondary qualifications.

In addition, all applicants must have at least three years relevant creative industries experience. Relevant industry experience includes any work that you have undertaken in the creative industries including vocational internship or secondment with a recognised creative industries company or organisation, and paraprofessional or professional engagement in a creative endeavour or event within your specified creative industries field.

Applications open: Monday 20 August 2012
Applications close: Thursday 31 January 2013
Term 1 commences: Monday 25 February 2013
For more information or to apply, go to www.iamcreative.com.au
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<tr>
<th>Unit No</th>
<th>Unit Name</th>
<th>Level</th>
<th>Unit Outline</th>
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<tbody>
<tr>
<td>700077</td>
<td>Creative Industries Business Academic Skills</td>
<td>Level 1</td>
<td>This unit aims to provide the student with a holistic evaluation and understanding of what makes up the creative industries and also to identify areas in non-traditional creative industries. Within this unit, the process of teaching will support the development of academic skills in the form of the application of information collection, analysis and evaluation, logical reasoning skills and communication skills relevant to academic study and in other professional and community settings.</td>
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<tr>
<td>700078</td>
<td>Accounting Information for Managers (Creative Industries)</td>
<td>Level 1</td>
<td>This unit aims to prepare the student with the basic knowledge and understanding to prepare budgets and financial plans based on the needs of creative projects. In addition, the unit provides exposure to financial management accounting information from the user of accounting information of point of view. The unit aims to develop a working template financial spreadsheet to be used for a number of creative industries disciplines, projects and work settings.</td>
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<tr>
<td>700076</td>
<td>Approaches to Communication (UWSC)</td>
<td>Level 1</td>
<td>Approaches to Communication offers a wide ranging overview of major theories and models in communication, and embraces a series of selected case studies of the emergence, impact and social shaping of different communication and media technologies through history and into the future.</td>
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| 700079  | Introduction to Business Law (UWSC)  
[Lecture — 2 hrs per week  
Tutorials — 1 hr per week] | Level 1 | This is an introductory law unit designed to introduce the fundamentals of law in a commercial context. The unit introduces students to the basic principles of law and the legal system, as well as examining some of the major areas of law that impact on commercial dealings. This unit examines the structure of the legal system, the way law is made and legal problem solving. The main areas of law covered include contracts, torts, consumer protection and agency. |
| 700080  | Management Dynamics  
(Creative Industries)  
[Lecture — 2 hrs per week  
Tutorials — 1 hr per week] | Level 1 | This unit provides an opportunity for students to engage with the dynamics of the management of organisations. Students will be introduced to the connection between the way work and systems are organised and managed and their impact on individuals and societies. This is achieved by using case-based opportunities to examine real life contexts. This is an essential unit for business students that can be taken by any student needing a broad initial understanding of management. |
| 700081  | Creative Industries  
Events Multidisciplinary Approaches  
[Lecture — 1 hr per week  
Tutorials — 2 hrs per week] | Level 1 | This unit has been designed for students as an introductory subject to the development of a larger event project in Session 4. Through explanation, demonstration and application, this unit provides an opportunity for students to comprehend and appreciate the scope and richness of event and project design, planning and implementation, and come to the realisation that creative industries type events require multidisciplinary understandings and approaches, making them unique. The unit focuses on collaborative teamwork, team projects, site-specific practices, community cultural needs and skills, and abilities to connect with communities and cultures. |
| Elective | Students will be offered a selection of units from Elective Pool 1 (see below). | |


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<tr>
<td>700082</td>
<td>Law and Ethics for the Creative Industries</td>
<td>Level 2</td>
<td>This unit is designed to enable students to apply legal knowledge and ethical considerations to the creative industries. The role of intellectual property law, particularly copyright, in protecting intellectual and creative capital is a central focus of the unit. Aspects of defamation, privacy and other selected areas of the law, as well as the ethical issues they present for creative industries, will also be explored. Students will gain an understanding of principles for managing, protecting and exploiting intellectual and creative capital that derive from these areas of the law. Students will be encouraged to identify and engage with new and emerging legal and ethical issues that relate to their industries. These may include Internet freedoms, individual privacy and issues raised by social media and user-generated content.</td>
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<tr>
<td>700083</td>
<td>Creative Industries Events Planning</td>
<td>Level 2</td>
<td>The core of this unit is the establishment of a project/event which will be launched in Session 4. The project aims to put into practice the core unit learning outcomes of the course, integrated into a real work application. Building on concepts introduced in Creative Industries Events Multidisciplinary Approaches, including collaborative teamwork, team projects, site-specific practices, and community cultural needs and skills, this unit provides grounding in project management skills and engages industry specialists, artists, media, and community cultural organisations with students to work towards the realisation of the practical event. The unit prepares the student to appreciate and work with real-time applications involving project planning within a time-frame and as a key member of an events team. Creative Industries Events Planning integrates with Creative Industries Events Delivery – Theory and Practice 1 and 2.</td>
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<tr>
<td>700084</td>
<td>New Media Contexts (UWSC)</td>
<td>Level 2</td>
<td>The convergences and diversifications in the communications media industries of the past two decades have completely altered the environment within which they operate for producers and consumers alike. Issues about digitalisation, convergence, globalisation, the network society and communications media governance require a complete reconceptualisation of the media in order to be able to understand the impact of these changes upon professional practices and consumer habits. This unit will introduce students to international perspectives on issues in the new media contexts, and an appreciation of some of the social and cultural implications.</td>
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<tr>
<td>700085</td>
<td>Entrepreneurial Management and Innovation (UWSC)</td>
<td>Level 2</td>
<td>This unit examines the theory, practice and nature of entrepreneurship, as a virtual, but often neglected and misunderstood, mode of management. A basic premise underlying this unit is that all business entities require enterprising management to enhance their survival ability. This proposition is relevant to new and older, small and large organisations. Additionally, contemporary management practice requires the modern manager to be creative in a learning context, and the ways in which these creative environments are reached through entrepreneurship are explored.</td>
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<tr>
<td>700086</td>
<td>Creative Industries Events Delivery — Theory and Practice 1</td>
<td>Level 2</td>
<td>This unit aims to coordinate the students’ application of previously learned management, leadership and organisational skills for the establishment of a project/event that will be launched in the last term of the course. The project aims to put into practice the core unit learning outcomes of the course integrated into a real work application. Building on Creative Industries Events Planning, this unit provides practice in project management skills and engages industry specialists, artists, media, and community cultural organisations with students to work towards the realisation of the practical event. The unit prepares the student to appreciate and work with real-time applications involving project planning within a time-frame and as a key member of an events team. Creative Industries Events Delivery —Theory and Practice 1 integrates with Creative Industries Events Multidisciplinary Approaches and Creative Industries Events Planning. The outcome of the unit will be the successful delivery of an event which meets industry standards.</td>
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<tr>
<td>700087</td>
<td>Creative Industries Events Delivery — Theory and Practice 2</td>
<td>Level 2</td>
<td>The aim of this unit, studied concurrently with Creative Industries Events Delivery —Theory and Practice 1, is to ensure that students have the knowledge, understanding and professional skills to evaluate the success and impact of the proposed creative industries event following its delivery. Building on the event development in Creative Industries Events Multidisciplinary Approaches and Creative Industries Events Planning combined with the experience derived concurrently in Creative Industries Events Delivery —Theory and Practice 1, this unit provides practice in project management skills relevant to the measurement and quality of the creative industries event. The unit prepares the student to appreciate and work with real-time applications involving project reporting and evaluation within a time frame. The outcome of the unit will be the successful evaluation and reporting of the event that meets industry standards.</td>
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## Alternate Elective Pool 1

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<tr>
<th>Course Code</th>
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<th>Credits</th>
<th>Description</th>
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<tbody>
<tr>
<td>700088</td>
<td>Advertising: An Introduction (UWSC)</td>
<td></td>
<td>In this unit, students gain a grounding in the key areas of advertising and the key steps in the advertising process, viz research, strategy, creative (copywriting and art direction), media planning and marketing communication. Students are also introduced to the issues surrounding advertising and its role in society.</td>
</tr>
<tr>
<td>700089</td>
<td>Marketing Principles (Creative Industries)</td>
<td></td>
<td>This unit is a survey of the marketing process, introducing students to the marketing concept, strategic and marketing planning, marketing research, consumer and customer behaviour, issues of market segmentation, targeting and positioning, as well as all the elements of the marketing mix (product/service, pricing, distribution and marketing communication strategies).</td>
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<tr>
<td>700090</td>
<td>Public Relations Theory and Practice (UWSC)</td>
<td></td>
<td>This unit introduces the student to the theory and research that serves as the foundation of the practice of public relations. The unit surveys the history of the discipline, the theories on which the discipline is based and current models of practice. The unit focuses on understanding how to research and analyse the opinions of organisational publics in order to develop mutually beneficial relationships with those publics. The contemporary practice of public relations requires an understanding of a broad range of social science theory and research and the ability to incorporate that knowledge in to the solution of public relations problems.</td>
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<tr>
<td>700091</td>
<td>Managing People at Work (Creative Industries)</td>
<td></td>
<td>Managing People at Work provides an introductory framework for the study of employment relations. The unit is approached from a stakeholder perspective, emphasising the way that management, labour and the state, along with other key stakeholders, act, both separately and together, to structure the employment relationship. In doing so, the unit integrates industrial relations and human resource management theory and practice, illustrating the links between the two disciplines. The content of the unit is structured so as to provide an initial introduction to the disciplines of industrial relations, human resource management and employment relations, and to the key stakeholders in the employment relationship. Building on this framework, a theoretical and empirical analysis of employment relations processes is provided, with particular emphasis given to recent changes in the role and perspectives of stakeholders.</td>
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<tr>
<td>700092</td>
<td>Design Thinking (UWSC)</td>
<td></td>
<td>This unit explores design as a process, key literacies that form the basis of communicating visually, literacies in analogue and digital production, and the roles and responsibilities of the designer as producer in shaping forms of visual communication.</td>
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</table>
Alternate Elective Pool 2

700093 Business, Society and Policy (UWSC)
[Lecture – 1 hr per week
Tutorials – 2 hrs per week
Practical online activity 1 x 2 hrs]

The purpose of this unit is to explore through reflection and social inquiry the complex relationships between businesses and their stakeholders, critically evaluating social and political impacts of business decisions and practices and the challenges and ethical dilemmas emerging in the context of global capitalism. Students will examine these relationships within the framework of the development of capitalism, considering the importance of government roles to regulate the impacts of business actions on society and vice versa. It emphasises the social responsibility of the firm and the role of ideology used to justify the actions of business, society and government.

700094 Cross-cultural Management (UWSC)
[Lecture – 2 hrs per week
Tutorials – 1 hr per week]

21st century businesses are looking more and more similar in the way they are designed and operated. Yet to be successful and to gain comparative advantage, it is imperative that these businesses manage their workforces differently. Critical to this different way of managing, is culture. Culture is the cornerstone that makes people, similar, yet different. Taking a multidisciplinary and “hands on” approach, this unit examines the impacts of culture on business practices and management styles.

INDIGENOUS STUDIES UNITS AVAILABLE THROUGH BADANAMI EDUCATION UNIT
(Taught by Badanami staff)

Alternate Elective Pool 1

101751 Contextualising Indigenous Australia
[Lecture – 1 hr per week
Tutorials – 2 hrs per week]

This unit will provide a comprehensive overview of Indigenous Australian cultures, histories and identities. The scope of the unit spans pre-colonisation and the twenty-first century across Australia and all relevant fields of study. A cross-section of institutional, community and popular culture contexts will be explored. This body of knowledge will provide a context for various professions and discussions.

Students will have the exciting opportunity to hear from a diverse range of Indigenous educators from academics to artists through to performers and community elders. A broad understanding of Indigenous Australia will position students to be advocates for change in contemporary Australia.

Alternate Elective Pool 2

101754 From Corroborees to Curtain Raisers
[Lecture – 1 hr per week
Tutorials – 2 hrs per week]

This unit will provide students with an understanding of the historical framing and cultural re-framing of Indigenous Australians in the live arts. Students will be provided with a theoretical understanding of the politics of representation through examining and reflecting on the transitional shifts that Indigenous artists’ have made from cultural performance to theatre productions; “traditional” storytelling to telling of stories through poetry and writing, ceremonial sounds to music and spoken word performance, documentary film to screen-based drama to exploring new technologies and moving image performance. Students will be introduced to a variety of Indigenous artists and their creative works.

101755 From Ochre to Acrylic to New Technologies
[Lecture – 1 hr per week
Tutorials – 2 hrs per week]

This unit examines the emergence of the Indigenous Australian visual arts movement. It will provide students with a body of knowledge which explores the transition of art-making as it emerged from an historical cultural practice: from ochre to acrylics to new technologies. In examining the Indigenous visual arts movement beginning with the Papunya Tula artists, students will gain an insight into the significant contribution urban and regional Indigenous artists make to the Australian economy and culture. Students will have the exciting opportunity to participate in site visits and engage with a number of Indigenous visual artists.