

PROGRAMME REGULATIONS

Programme Schedule

Bachelor of Creative Enterprise

To be read in conjunction with the [Bachelors Regulations](#).

1. Programme Schedule

The Programme Schedule applies to the Unitec Bachelor of Creative Enterprise (BCE) Level 7, 360 credits.

2. Programme Specific Admission

2.1 Specific Admission

To be admitted to this programme, all applicants must meet the following requirements in addition to the requirements set out in the Bachelors Generic Regulations:

- a. All applicants will be required to attend an interview, or submit a portfolio, or attend an audition, or a combination of these depending on the study pathway the applicant wishes to follow. Applicants will be notified of the specific application requirements for their selected study pathway at least 14 working days prior to portfolio submission and/or interview and/or audition.
 - If an evidence portfolio is required, it will contain evidence of the applicant's ability within their chosen pathway or within a variety of creative media.
 - If an interview/audition is required, it shall consist of a combination of demonstrations and exercises requiring the applicant to demonstrate his or her ability to carry out specific tasks individually and as part of a group.
- b. For some study pathways, a completed medical declaration must be submitted. An applicant may not be admitted to the Degree if they have a medical condition that will affect their ability to engage in and physical and practical aspects of a chosen study pathway.
- c. Applicants from approved pre-degree programmes at Unitec, or elsewhere, may be admitted directly to the programme without the requirement specified above in 2.1(a) at the discretion of the relevant Academic Authority.

3. Selection Criteria

When the number of applications for admission exceeds the number of places available, the following selection criteria will be applied:

- a. An understanding of and belief in the purposes of creativity education;
- b. Enthusiasm, personal commitment to, and aptitude for learning in the field of Creative Enterprise;
- c. An ability to participate in collaborative learning and to contribute to group learning;
- d. A personal sense of curiosity and an enthusiasm for learning in general;
- e. Achievement in skills, knowledge, and understanding in a creative enterprise field;
- f. Previous learning, life and/or work experience and other skills likely to contribute to achievement in the programme.

These criteria are not ranked in any order. Applicants who meet the greatest number of criteria will be the preferred applicants.

4. Selection Process

- a. Relevant Academic Authority will select and offer places to students.
- b. Interviews/Auditions may include Industry Professionals, Experts, and other Unitec staff, who may at times be co-opted onto the subcommittee to assist in selection.

5. Requirements for the Award of the Qualification

5.1 Bachelor of Creative Enterprise

To be awarded the Bachelor of Creative Enterprise a student must successfully complete 360 credits, accumulated in the pattern set out in Table 1, from a combination of compulsory courses set out in Table 2 and Elective Courses set out in Table 3.

Students must also meet the attendance requirements set out in the Student Handbook.

Table 1: Credit Accumulation

Course Level	Number of Credits
5	120 compulsory credits
6	60 compulsory credits
7	75 compulsory credits
5, 6 or 7	105 elective credits
Total	360 credits

5.2 Course Details

Table 2: Course Details: Compulsory Courses for the Bachelor of Creative Enterprise

Course No.	Course Name	Credits	Pre-requisites	Restrictions
Level 5				
ICIB5101	Creativity & Design Fundamentals	15		
ICIB5102	Creativity & Design Practice	15	ICIB5101	
ICIB5201	Introduction to Story	15		
ICIB5202	Storyworlds	15	ICIB5201	
ICIB5301	Creative Technologies	15		
ICIB5302	Specialist Technologies	15	ICIB5301	
ICIB5401	Professional Practices	15		
ICIB5402	The Enterprising Professional	15	ICIB5401	
Level 6				
ICIB6001	Exploration & Development	30	ICIB5102, ICIB5202, ICIB5302 & ICIB5402	
ICIB6002	Integrated Project	30	ICIB6001	
Level 7				
ICIB7002	Creative Enterprise Project	45	ICIB7012	
ICIB7012	Project Exploration & Development	30	ICIB6002	

Table 3: Course Details: Elective Courses for the Bachelor of Creative Enterprise

Course	Course Name	Credits	Pre-requisites	Restrictions
Level 5				
ACTY5200	Accounting for Business	15		
ACTY5206	Accounting Applications	15		
ACTY5431	Introduction to Small Business Enterprise	15		
BSNS5373	Advertising & Promotion	15		
BSNS5391	Innovation & Entrepreneurship	15		
BSNS5400	Business Fundamentals	15		
BSNS5550	Māori and Pacific Business	15		
DACA5121	Product Communication	15		
DACA5141	Interior Environments Communication	15		
DACA5161	Drawing and Modelling for 3D Design	15		
DACA5221	Publication	15		
DACA5231	Graphic Design Practice	15		

DACA5321	Introduction to Animation	15		
DACA5921	Drawing Methods for Contemporary Arts	15		
DACA5941	Form and Aesthetics	15		
DACA5961	Photographic Technologies	15		
ISCG5420	Programming Fundamentals	15		
ISCG5421	Programming Principles & Practice	15		
ISCG5422	Multimedia & Website Development	15		
PASA5411	Music Technologies and the Internet	15		
PASA5413	Music Composition with Technology	15		
ICIB5421	Whakataki: Small Business Enterprise	15		
ICIB5422	Te Ngira Tuitui Tahī: Innovation and Entrepreneurship	15		
Level 6				
ACTY6431	Financial Practices for Small Business Enterprise	15		
BSNS6350	Business Process Management	15		
BSNS6374	Strategic Marketing Communications	15		
BSNS6391	New Venture Creation	15		
BSNS6421	Business Leadership and Culture - a Māori Perspective	15		
BSNS6730	Leadership in Business	15		
COMM6533	Technology and Media Communication	15		
COMM6534	Communication Ethics	15		
COMM6535	Public Relations	15		
COMM6537	News Writing for the Media	15		
DACA6111	Design for Sustainable Environments	15		
DACA6112	Pacific Culture and Design	15		
DACA6113	Design for Social Innovation	15		
DACA6121	Communication Technology for Product & Interaction	15		
DACA6122	Manufacturing Technology	15		
DACA6123	User Centred Design	15		
DACA6141	Emerging Materials and Technologies	15		
DACA6142	CAD for Interior Environments	15		
DACA6143	Building Systems and Materials	15		
DACA6144	Spatial Design Practice	15		
DACA6211	Illustration Practice	15		

DACA6212	Photography in Graphic Design	15		
DACA6221	Information Design	15		
DACA6222	Design for Branding and Identity	15		
DACA6223	Packaging Design	15		
DACA6232	Digital Design for Publication	15		
DACA6233	Typography	15		
DACA6311	Digital Environments	15		
DACA6321	Motion Graphic Design	15		
DACA6322	Interactive Design for Web and Animation Technologies	15		
DACA6911	Critical Thinking and Curatorial Practice	15		
DACA6912	Life Drawing	15		
DACA6913	Documenting Visual Arts	15		
DACA6914	Contemporary Arts Practice 2	15		
DACA6919	Specialist Study Project	15		
DACA6921	Visual Language	15		
DACA6922	Contemporary Arts Practice 1	15		
DACA6941	Emerging Materials	15		
DACA6942	Technologies for Contemporary Craft	15		
DACA6961	Digital Camera and Editing Techniques	15		
DACA6962	Photographic Documentary	15		
ICIB6975	Collaborative Creative Practice	15		
ISCG6420	Internet and Website Development	15		
ISCG6422	Multimedia Programming	15		
ISCG6424	User Interface Design	15		
ISCG6441	Visual Game Design	15		
ISCG6442	Game Programming	15		
PASA6232	The Confident Presenter	15		
PASA6243	Hybrid Art Practice	15		
PASA6311	Introduction to Screen Media Technologies	15		
PASA6353	Introduction to Scriptwriting	15		
PASA6404	Music in the Age of Sampling	15		
PASA6571	Design for Theatre & Screen	15		
PASA6733	Performance Lighting & Sound Technologies	15		
PASA6741	Art Department Practice	15		
PASA6811	Emerging Media Innovation Lab	15		
PASA6815	Webisodes and Mobisodes Development	15		
PASA6816	Web Documentaries	15		

PASA6881	Transmedia Storytelling & Gaming	15		
PASA6882	Genre and Story	15		
PASA6883	Designing Storyworlds	15		
PASA6885	Digital Narratives	15		
PASA6975	History v's Hollywood	15		
ICIB6421	Te Whanonga Putea: Financial Practices for Small Enterprise	15		
ICIB6422	Umanga Papatahi: The Enterprise 'Waka'	15		
ICIB6423	Māori Business Leadership and Culture	15		
ICIB6424	Te Whanonga Putea – Financial and Legal Practices for Small Enterprise	15		
DACA6235	Printmaking	15		
PASA6911	Entertainment Lab for the Very Small Screen	15		
Level 7				
BSNS7350	Strategy	15		
BSNS7350	Operations Management	15		
BSNS7351	Project Management	15		
BSNS7373	Digital Marketing	15		
BSNS7421	Entrepreneurship and Innovation in Māori Organisations	15		
BSNS7951	Business Innovation	15		
COMM7535	Organisational Communication Management	15		
COMM7536	Reputation Management	15		
COMM7537	Media and Government Communication	15		
COMM7543	Global Media Issues	15		
DACA7122	Processes Technology	15		
DACA7123	Ergonomic Interaction	15		
DACA7142	Digital Documentation	15		
DACA7143	Building Services and Documentation Packages	15		
DACA7221	Corporate Publication Design	15		
DACA7222	Emotion Design	15		
DACA7223	Advanced Spatial Design Practices	15		
DACA7231	Advanced Graphic Design Practice	15		
DACA7232	Applied Illustration Practice	15		
DACA7233	Typography for Publication	15		
DACA7321	Animation Technique	15		

DACA7322	Advanced Interactive Design Practice	15		
DACA7323	Advanced Motion Graphic Practice	15		
DACA7921	Exhibition Proposal	15		
DACA7941	Advanced Contemporary Arts Practice	15		
DACA7961	Advanced Photographic Technologies	15		
ICIB7021	Professional Knowledge Evaluation	15		
ICIB7031	Negotiated Study	15		
ICIB7032	Negotiated Study (Extended)	30		
ICIB7119	Design Innovation Special Topic	15		
ICIB7219	Communication Design Special Topic	15		
ICIB7319	Digital Innovation Special Topic	15		
ICIB7419	Te Awa Business Innovation Special Topic	15		
ICIB7519	Entertainment Media Special Topic	15		
ICIB7919	Applied Creative Practice Special Topic	15		
ICIB7971	Creative Practice 1	15		
ICIB7975	Creative Industry Practice	15		
ISCG7420	Web Application Development	15		
ISCG7422	Multimedia Application Development	15		
ISCG7424	Mobile Software Development	15		
ISCG7441	Advanced Game Programming	15		
ISCG7442	AI Game Programming	15		
PASA7243	Digital Dance	15		
PASA7311	Advanced Screen Media Technologies	15		
PASA7391	Documentary Research & History	15		
PASA7392	Documentary Filmmaking	15		
PASA7393	Experimental Film	15		
PASA7531	Stage Management	15		
PASA7532	Production & Technical Management	15		
PASA7533	Entertainment Lighting Design	15		
PASA7534	Performance Sound Design	15		
PASA7541	Art Direction for Film & Television	15		
PASA7542	Set Design	15		
PASA7551	Costume Design	15		

PASA7571	Production and Event Design Technology	15		
PASA7572	Production and Event Design Management	15		
PASA7725	Arts Management	15		
PASA7726	Managing Creative Teams	15		
PASA7811	Entertainment Lab for the Very Small Screen	15		
PASA7881	Transmedia Incubator	15		
PASA7882	The Future is Today: Science Fiction in Film & TV	15		
PASA7883	Transmedia Production	15		
PASA7885	Innovation in Form	15		
PASA7886	Transmedia Adaptations	15		
PASA7891	Digital Asset Management	15		
ICIB7423	Māori Business Leadership and Culture	15		
ICIB7422	Takiwai: Entrepreneurship and Innovation	15		
ICIB7419	Te Awa Business Innovation Special Topic	15		
<i>Or an approved course from another Unitec programme</i>				

Students may choose electives from those described in Table 3 above.

- a. Electives will form the individual study plan for the student. Study plans will be developed in consultation with academic advisors.
- b. Students wishing to take an elective at a level higher than the level in which they are generally enrolled must gain approval from the relevant Academic Authority.
- c. In deciding whether (or not) to grant approval, the factors such as the availability of places on the course; resourcing; the standard required in the requested course; and students assessment grades from previous and/or current course work may be considered.

6. Credit Recognition and Exemptions

Credit recognition will be determined on a case-by-case basis in accordance with the Generic Bachelors Regulations.

7. Assessment of Prior Learning

Assessment of Prior Learning may be available at the discretion of the relevant Academic Authority for courses at all levels of study. Candidates wishing to gain credits through Assessment of Prior Learning will generally complete ICIB7021 Professional Learning Evaluation (Level 7, 15 credits) to assess the extent to which prior learning credits may be gained.

8. Assessment

8.1 Assessment basis

All assessment is achievement based using an 11-point grading scale.

8.2 Calculation of course grades

- a. All course grades are calculated using mathematical aggregation of weighted assessment marks and reported according to the following scale:

Table 2: Course Grades

Grade	Percentage	Result
A+	90 – 100	Pass
A	85 – 89	Pass
A-	80 – 84	Pass
B+	75 – 79	Pass
B	70 – 74	Pass
B-	65 – 69	Pass
C+	60 – 64	Pass
C	55 – 59	Pass
C-	50 – 54	Pass
D	40 – 49	Fail
E	0 – 39	Fail

- b. Students may be awarded one of the following grades for a course if they meet the criteria described.

Table 3: Grade Criteria

Grade	Meaning	Criteria
CR	Credit Recognition	The student has applied for and been awarded a credit recognition from another qualification
DEF	Deferred	The course result has been deferred
R	Restricted Pass	The student has been awarded a restricted pass subject to clause 8.3 of this schedule.
W	Withdrawn	If a student withdraws from a course after the 10% date of the course is completed and up to or at the 75% date of the course. No credits earned.
DNC	Did not complete	The student has either withdrawn after the 75% date of the course has been taught or not attempted a compulsory item of assessment within a course. No Credits earned.

8.3 Restricted passes

A maximum of two restricted passes may be awarded in one academic year. No more than four restricted passes may be credited towards the degree, and a course for which a restricted pass has been granted may not normally be used as a prerequisite.

Restrictions and specific conditions regarding progress through the degree may be associated with the restricted pass (as determined by the relevant Academic Authority on a case-by-case basis).

8.4 Submission and Late submission of work

Each course will have specific requirements in regard to submission and late submission of work. Details of which will be notified in course information, including the following:

- a. The due dates of all assessment work.
- b. Specific requirements regarding individual assessment work.
- c. Procedures for applying for late submission of assessment work.
- d. Any penalties that may be incurred by late submission of assessment work.

8.5 Resits and resubmissions

Re-sits and/or resubmissions of failed summative assessment items could be allowable (note this is at the discretion of the relevant Academic Authority responsible for the course). A maximum of four re-sits or resubmissions are available for any one year of full-time study.

Each course will have specific requirements concerning re-sits and resubmissions of work. Details of which will be available in course information, including the following:

- a. The maximum number of re-sit/resubmissions allowed for any course.
- b. Procedures for applying to re-sit or resubmit assessment work.
- c. Specific requirements regarding the re-sitting/resubmitting of assessment work.
- d. Any penalties that may apply to re-sit/resubmitted assessment work.

8.6 Carry over coursework marks

Where a student is required to repeat a course, permission may be granted to carry over an assignment mark for an individual assignment element for that course. Such approval will be at the discretion of the relevant Academic Authority responsible for the course and where given, will be limited to assignments completed in the previous academic year, where the pass grade for the assignment element was a B- or higher.

8.7 Assessment in te reo Māori

Students wishing to use te reo Māori must inform their Academic Advisor at least one month prior to the assessment event. Relevant Academic Authority will approve the method of assessment to be used in such circumstances and will appoint an appropriate assessor or moderator.

9. Transitional Arrangements

A student wishing to transfer into the BCE from any other Unitec programme must submit a written application to the relevant Academic Authority stating their reasons and justification for transferring. Such applications must be submitted before the end of the semester/academic year before the semester/year that they wish to transfer.

- a. Relevant Academic Authority may ask the student attend an interview, or submit a portfolio, or attend an audition, or a combination of these depending on the study pathway the applicant wishes to follow, to demonstrate their academic and vocational suitability for the transfer.

- b. In deciding whether or not to grant the transfer the factors such as the availability of places in the courses, re-sourcing; the standard required in the requested study pathway and the work required to catch up; and the number of joint and generic credits that the student has already obtained may be considered.
- c. All credit recognition evaluations (undertaken by the relevant Academic Authority, on a case-by-case) are final.
- d. Relevant Academic Authority is responsible for determining any advanced level entry in to the programme.
- e. All successful applicants will be required to undertake a modified programme of study approved by the relevant Academic Authority.

10. General Provisions

10.1 Study Abroad

- a. All decisions regarding applications to undertake study abroad (as approved by the relevant Academic Authority prior to commencement, on a case-by-case basis) will be final.
- b. Students must achieve at least a B Grade average in all course work in order to qualify for the study abroad option.
- c. When assessing applications, the relevant Academic Authority may take into account factors such as:
 - i. The level and equivalence of course work and learning with the individual student's study plan offered by the proposed host institution.
 - ii. The educative/learning experience of study in an overseas setting.
 - iii. The impact of missing any core course work on the student's programme of study.

10.2 Work Integrated Learning / Internship / Industry Placement

All students must comply with the Work Integrated Learning/ Internship /Industry Placement requirements for specific courses, as defined in course information.

11. Commencement

These regulations came into force in Semester 1, 2018.