

PROGRAMME REGULATIONS

Programme Schedule

Graduate Diploma in Creative Enterprise

To be read in conjunction with the [Graduate Diploma Generic Regulations](#).

1. Programme Schedule

The Programme Schedule applies to the Unitec Graduate Diploma in Creative Enterprise (GDipCE) Level 7, 120 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 Graduate Diploma 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 pathway the applicant wishes to follow. Applicants receive advanced notice regarding specific application requirements for their selected 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 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 pathway.

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

Selection will be made by a subcommittee of the Programme Committee set up for the purpose and with the delegated authority of that committee to offer places to applicants. 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 Graduate Diploma in Creative Enterprise

To be awarded the Graduate Diploma in Creative Enterprise a student must successfully complete 120 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.

A maximum number of 60 credits may be undertaken in any one semester. Additional credits may be taken at the discretion of the Programme Committee.

Table 1: Credit Accumulation

Course Level	Number of Credits
7	75 credits
5, 6, 7 or 8* Elective courses	45 credits
Total	120 credits

* Students with at least a B+ average may seek the Programme Committee's approval to take up to 15 Level 8 credits.

5.2 Course Details

Table 2: Course Details: Compulsory Courses for the Graduate Diploma in Creative Enterprise

Course No.	Course Name	Credits	Pre-requisites	Restrictions
Level 7				
Choose from one of the following ¹				
ICIB7041	Creative Enterprise Toolbox	15		ICIB7036
ICIB7042	Creative Enterprise Toolbox (Extended)	30		ICIB7035
And choose from one of following				
ICIB7001	Creative Enterprise Project ²	60		ICIB7061 & ICIB7062
ICIB7061	Work Integrated Learning Project	30		ICIB7062 & ICIB7001
ICIB7062	Work Integrated Learning Project (Extended)	45		ICIB7067 & ICIB7001

Table 3: Course Details: Elective Courses for the Graduate Diploma in Creative Enterprise

Course	Course Name	Credits	Pre-requisites	Restrictions
Level 5				
BSNS5550	Māori and Pacific Business	15		
Level 6				
ACTY6431	Financial Practices for Small Business Enterprise	15		
BSNS6350	Business Process Management	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		
DACA6311	Digital Environments	15		
DACA6322	Interactive Design for Web and Animation Technologies	15		

¹ Students who can demonstrate capability in their chosen area of specialisation may forgo the core toolbox courses and replace this requirement with electives in agreement with their academic advisor.

² Students who wish to collaborate with BCE students in a chosen role for an agreed project may apply to undertake ICIB7001 Creative Enterprise Project in agreement with their academic advisor.

ISCG6420	Internet and Website Development	15		
ISCG6424	User Interface Design	15		
ISCG6441	Visual Game Design	15		
PASA6311	Introduction to Screen Media Technologies	15		
PASA6353	Introduction to Scriptwriting	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		
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	15		
COMM7536	Reputation Management	15		
COMM7537	Media and Government Communication	15		
COMM7543	Global Media Issues	15		
DACA7321	Animation Technique	15		
DACA7322	Interactive Design for Web and Game	15		
ISCG7420	Web Application Development	15		
ISCG7422	Multimedia Application Development	15		
ISCG7424	Mobile Software Development	15		
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		
PASA7311	Advanced Screen Media Technologies	15		
PASA7391	Documentary Research & History	15		
PASA7392	Documentary Filmmaking	15		
PASA7393	Experimental Film	15		
PASA7811	Entertainment Lab for the Very Small Screen	15		
PASA7881	Transmedia Incubator	15		
PASA7883	Transmedia Production	15		
PASA7885	Innovation in Form	15		
PASA7886	Transmedia Adaptations	15		
PASA7884	Digital Asset Management	15		
<i>Or an approved course from another Unitec programme</i>				

6. Credit Recognition and Exemptions

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

7. Assessment of Prior Learning

Assessment of Prior Learning may be available at the discretion of the Programme Committee. 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

- 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

Grade	Percentage	Result
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

No more than one restricted pass may be credited towards the Graduate Diploma. Restricted passes are not available for Project courses.

Restrictions and specific conditions regarding progress through the programme may be associated with the restricted pass (as determined by the Programme Committee on a case-by-case basis).

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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:

- The due dates of all assessment work.
- Specific requirements regarding individual assessment work.
- Procedures for applying for late submission of assessment work.
- 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 Programme Committee 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 Programme Committee 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. The Programme Committee 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 to the GDipCE from any other Unitec programme must submit a written application to the Programme Committee stating their reasons and justification for transferring. Such applications must be submitted before the end of the semester before the semester that they wish to transfer.

- a. The Programme Committee 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 Programme Committee may also take into account 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.
- c. All credit recognition evaluations (undertaken by the Programme Committee, on a case-by-case) are final.
- d. The Programme Committee 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 Programme Committee.

10. General Provisions

10.1 Study Abroad

- a. All decisions regarding applications to undertake study abroad (as approved by the Programme Committee 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 Programme Committee may take into account factors such as:
 - i. The level and equivalence of course work and learning with the individual students 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, 2015.