COURSE OUTLINE

BCI200 The Business of Creativity

School: School of Business and Creative Industries

2026 | Trimester 2

UniSC Sunshine Coast | BLENDED LEARNING | Most of your course is on campus but you may be able to do some components of this course online.

Please go to unisc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

In this course you will explore and develop your industrial and commercial understanding of creative practice. This will include intellectual property management, rights distribution, taxation obligations, and business planning for your creative enterprise. You will register your intellectual property with appropriate collection agencies, develop a draft taxation report with your experience culminating in the development of a strategic business plan.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	11 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	11 times

1.3. Course Topics

Music Business

Creative Industries
Creative Economies
Creative Labour
Intellectual Property
Cultural Policy
Creative Enterprises
Creative Networks
Productivity and Self-care

Taxation

Buiness Planning

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Develop an understanding of the commercial and industrial considerations of your creative outputs.	Knowledgeable
2	Assess commercial strategies and associated ethical considerations to further position you in the creative industries.	Ethical
3	Produce industry informed documentation to communicate your business to multiple stakeholder areas.	Empowered
4	Demonstrate a critical approach to business planning, intellectual property management and SME tax obligations.	Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

CMN107

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

5.5. Microcredential Information

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Will be provided in tutorials

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Professional, and Written Piece	Individual	20%	1000 words and supporting documentation.	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Oral	Individual	30%	6 minutes.	Week 10	Online Assignment Submission with plagiarism check
All	3	Written Piece	Individual	50%	1500 words	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Business Structures and Taxation

GOAL:	In this task you will review and report on the most common business structures in the music industry. You will evidence of your research by way of a written report which will provides proof of your business registration and taxation.
PRODUCT:	Artefact - Professional, and Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	In this assessment you will register for an ABN and complete a draft of your first business activity statement as a sole trader and primary producer. You will provide a report on your business name including a review of all business name resources and assets set out in the learning materials. This report will discuss your ongoing financial planning as a trading entity and your strategies for commercialising your practice.
CRITERIA:	

No.		Learning Outcome assessed
1	Engaging with the peak bodies representing business in Australia.	1
2	Applying knowledge of accounting and taxation concepts including a breakdown of trading position as a primary producer.	2
3	Understanding the appropriate business documentation as set out by peak bodies.	1
4	Establishing approaches to partnerships for the ongoing strategic planning of business activities	3

GENERIC SKILLS:	Communication, Organisation, Information literacy

All - Assessment Task 2: Establish Business Practices (Intellectual Property)

GOAL:	This task will provide a presentation on our Intellectual Property (IP) assets and demonstrate your knowledge of the essential intellectual property business practices relevant to music industry best practice in terms of IP registration and exploitation.
PRODUCT:	Artefact - Creative, and Oral
AUTHORSHIP STATEMENT:	
FORMAT:	In this assessment you will present your membership (or intended membership) to the peak bodies for intellectual property (IP) management in the music business. Your membership documentation to register for the organisations outlined in the learning materials will be accompanied by a 6 minute discussion taking the form of a formal in-person spoken report. This report will also speak to how you will manage your IP portfolio as it develops over time (in line with task 3's strategic plan).

CRITERIA:

No.		Learning Outcome assessed
1	Establishing membership with the peak bodies representing IP in Australia.	2
2	Development and application of knowledge of IP management concepts including a breakdown of ownership between the various entities associated with a creative work.	3
3	Engaging with, and understanding, the IP management documentation provided to you in the learning resources and by industry peak bodies.	4
4	Application of a considered approach to partnerships for the development, delivery and exploitation of IP.	1

GENERIC SKILLS:	Communication, Organisation, Information literacy

All - Assessment Task 3: Reflective piece

GOAL:	This task will demonstrate your knowledge of creative, entertainment or music business and how you plan to operate in order to improve your business position.
PRODUCT:	Written Piece
AUTHORSHIP STATEMENT:	
FORMAT:	In this assessment you will provide a timeline and report of your business operations strategy with a view of up to 3 years. In this report you will outline key partnerships, markets, IP, and strategies on how you will develop and improve your creative practice business. This strategic plan will be the foundation document for you to design and implement a digital presence in the music industry.

CRITERIA:

No.		Learning Outcome assessed
1	Consideration of the partnerships vital to your business progression and evidence your research on their efficacy and availability.	1
2	Applying knowledge of economic principles and practices i.e. accounting, taxation, and IP management concepts including a timeline of activities as a primary producer.professional development needs	2
3	Engaging with, and understanding, the appropriate business documentation, assets, and resources.	4
4	Developing ongoing strategic planning of your business.	4

GENERIC SKILLS:	Communication, Problem solving, Organisation

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying: a) The final mark is in the percentage range 47% to 49.4% b) The course is graded using the Standard Grading scale c) You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.5. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.6. General Enquiries

For course-specific questions, contact your teaching staff or Course Coordinator.

For other enquiries or to access support, please contact Student Central:

- UniSC Student Central
- UniSC Adelaide Student Central