

# BCI200 The Business of Creativity

School: School of Business and Creative Industries

2024 | Semester 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 [usc.edu.au](http://usc.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
<b>BLENDED LEARNING</b>			
<b>Learning materials</b> – Interactive online learning activities.	1hr	Week 1	12 times
<b>Tutorial/Workshop 1</b> – Scheduled face to face workshops.	2hrs	Week 1	12 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
- Business 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		GRADUATE QUALITIES
On successful completion of this course, you should be able to...		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

### 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	25%	1000 words and supporting documentation.	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Professional, and Written Piece	Individual	25%	800	Week 10	Online Assignment Submission with plagiarism check
All	3	Written Piece	Individual	50%	1500 words	Week 13	Online Assignment Submission with plagiarism check

**All - Assessment Task 1:** Business Structures and Taxation

<b>GOAL:</b>	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.																
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece																
<b>FORMAT:</b>	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.																
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Engaging with the peak bodies representing business in Australia.</td> <td>1</td> </tr> <tr> <td>2</td> <td>Applying knowledge of accounting and taxation concepts including a breakdown of trading position as a primary producer.</td> <td>2</td> </tr> <tr> <td>3</td> <td>Understanding the appropriate business documentation as set out by peak bodies.</td> <td>1</td> </tr> <tr> <td>4</td> <td>Establishing approaches to partnerships for the ongoing strategic planning of business activities</td> <td>3</td> </tr> </tbody> </table>	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	
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															
<b>GENERIC SKILLS:</b>	Communication, Organisation, Information literacy																

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

<b>GOAL:</b>	This task will demonstrate you have knowledge of the essential intellectual property business practices relevant to music industry best practice.																
<b>PRODUCT:</b>	Artefact - Professional, and Written Piece																
<b>FORMAT:</b>	In this assessment you will plan your 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 800-word report. This report will outline your understanding of the key IP management concepts and contain completed draft legal documentation for various IP agreements.																
<b>CRITERIA:</b>	<table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Establishing membership with the peak bodies representing IP in Australia.</td> <td>2</td> </tr> <tr> <td>2</td> <td>Development and application of knowledge of IP management concepts including a breakdown of ownership between the various entities associated with a creative work.</td> <td>3</td> </tr> <tr> <td>3</td> <td>Engaging with, and understanding, the IP management documentation provided to you in the learning resources and by industry peak bodies.</td> <td>4</td> </tr> <tr> <td>4</td> <td>Application of a considered approach to partnerships for the development, delivery and exploitation of IP.</td> <td>1</td> </tr> </tbody> </table>	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	
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															
<b>GENERIC SKILLS:</b>	Communication, Organisation, Information literacy																

### All - Assessment Task 3: Reflective piece

<b>GOAL:</b>	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.																
<b>PRODUCT:</b>	Written Piece																
<b>FORMAT:</b>	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.																
<b>CRITERIA:</b>	<table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Consideration of the partnerships vital to your business progression and evidence your research on their efficacy and availability.</td><td>1</td></tr><tr><td>2</td><td>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</td><td>2</td></tr><tr><td>3</td><td>Engaging with, and understanding, the appropriate business documentation, assets, and resources.</td><td>4</td></tr><tr><td>4</td><td>Developing ongoing strategic planning of your business.</td><td>4</td></tr></tbody></table>	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	
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															
<b>GENERIC SKILLS:</b>	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

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 submission of assessment tasks will be penalised at the following maximum rate:

5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task

10% (of the assessment task's identified value) for the third day

20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task

A result of zero is awarded for an assessment task submitted seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

## 10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email [safe@usc.edu.au](mailto:safe@usc.edu.au).

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au).

## 10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

## 10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

## 10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.8. 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>

## 10.9. 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.

## 10.10. General Enquiries

### In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)