

GRADUATE CERTIFICATE IN **CREATIVE BUSINESS**

Learn how to build a viable creative business and lead a sustainable creative life

This course is about starting, building, financing and managing creative businesses. With a group of your creative peers, you will work on a common core of business problems shared by all creative businesses.

Combining instruction in business fundamentals with case studies and group exercises, the course is deeply grounded in the evolved business models and practices of the creative industries.

You are probably already employed in a creative job or business; you may be self-employed. A goal of this course is to equip you with the knowledge and skills to start your own creative business or, if you already have a business, to make it great!

WHEN February to November 2021.
(But if life gets in the way, you have up to 3 years to complete the course.)

WHERE The course will be delivered online and – COVID permitting – in face to face workshops in Sydney, Canberra and Melbourne.

TIME COMMITMENT The course is structured for part-time study in 4 eight-week blocks, each comprising about 40 hours of lectures and workshops.

FEES The course comprises 4 units each priced at \$3,125.
[Students may apply for FEE-HELP.](#)

QUALIFICATION Graduates will be awarded a Graduate Certificate in Creative Business from the University of Canberra.

FOUR SPECIALIST STREAMS – YOUR CHOICE

While the course has a common curriculum which all students study, you may choose one of four specialist streams:



CREATIVE LEADERSHIP

CREATIVE LEADERSHIP, led by creative entrepreneur Sue Maslin AO, producer of the hit film *The Dressmaker*.
Focus: developing a personal leadership plan.



CONTENT GIANTS

CONTENT GIANTS, led by Piers Grove, publisher of *The Betoota Advocate* and founder of *EnergyLab*.
Focus: working in teams to develop improvisational and ephemeral creative content.



TENACITY LABS

TENACITY LABS, led by filmmaker Kylee Ingram and Dr David Court, founder of Compton School.
Focus: building a sustainable business around a fertile creative idea.



SINGULAR SUCCESS

SINGULAR SUCCESS, led by Monica Davidson, founder of *Creative Plus Business*.
Focus: pursuing business success as a creative freelancer.

Each of these four streams offers an opportunity to apply and integrate your learning by working on your own personal business plan under the expert supervision of the stream leader.

THE CREATIVE BUSINESS CURRICULUM – WHAT YOU’LL LEARN

For all students in the Graduate Certificate program, there is a shared core curriculum about starting, building, financing and managing creative businesses. This shared curriculum is where you’ll meet and work with students in all four specialist streams.

The shared curriculum has been developed by Compton School in collaboration with University of Canberra and its business school. It draws on the deep business know-how of the creative industries as well as traditional business school teaching.

Here’s a summary:

CREATIVE DECISION-MAKING

Perhaps the most critical decision in creative work is choosing what to make. We draw on 100 years of Hollywood practice and recent work in experimental economics to show how to design a greenlight process and make better, strategic decisions. You’ll learn how to map organisational decision-making processes, analyse trade-offs, and calculate the costs and benefits of the choices you face.

INNOVATION TOOLBOX

Creative work is fundamentally innovative: we make new things from scratch. In this unit you will be introduced to the toolbox of design thinking and other innovation methodologies. The goal will be to help you develop a growth strategy for your business in an environment of continuing, disruptive technological change.

ENTREPRENEURSHIP

Entrepreneurship is the art of starting and building new ventures. It is a necessary part of creative work. In this unit, you’ll learn how to create and recognise compelling opportunities, manage risk, and attract the resources needed to transform opportunities into value. Topics include intellectual property, marketing, financial analysis, ethical thinking, business planning and managing growth.

FINANCE FOR CREATIVE BUSINESSES

Creative ventures are highly uncertain and variable in performance. What’s more, the assets they create – mainly intellectual property – are intangible and hard to value. These characteristics present particular challenges in financing. In this unit, you’ll learn how to integrate project financing with the demands of an ongoing business. You’ll also learn how to build simple financial models and calculate Net Present Value and Internal Rate of Return – the core tools of financial analysis.

OUR TEACHING METHODS

Research shows people learn best when they can put the learning into practice, discuss what they're learning and interact with their peers.

For that reason, we emphasise active learning through tutorials and workshops, scaffolded by short, sharp lectures. These will be delivered online, at times that suit busy people. There will also be some face-to-face workshops but with the option of online participation.

We recognise that many students may not have been in a classroom for some years. But don't worry; you'll have access to study tutors who can show you the academic ropes and help you do your best work.

We'll also provide carefully selected, highly relevant readings and record all the lectures so you can review and catchup as necessary.

YOUR PERSONAL CREATIVE BUSINESS PROJECT

No matter which specialist stream you choose, you will work on your own creative business plan, supervised by your stream leader. This will be the touchstone of the course, the focus to which all the teaching will contribute. There will be multiple opportunities to test and refine this plan as the year unfolds, under expert guidance.

BY THE END OF THE YEAR

You will have –

- An actionable creative business plan, ready to implement.
- A deep understanding of the key business disciplines including financial analysis, business planning and strategic choice.
- A network of true peers on which to draw in your future creative projects and business ventures.
- A postgraduate business qualification from one of Australia's leading universities.

INTRODUCING COMPTON SCHOOL AND UNIVERSITY OF CANBERRA

The course has been developed by Compton School in partnership with the University of Canberra.

Compton School is Australia's first creative business school, established in 2017 with the backing of some of Australia's most successful creative entrepreneurs. <https://compton.school>

University of Canberra is one of Australia's top 10 universities and is ranked in top 2% of universities in the world. www.canberra.edu.au

PRE-REQUISITES An undergraduate qualification or at least 3 years' experience in a creative business or industry.

CLOSING DATE FOR APPLICATIONS We encourage you to lodge your application by 15 December 2020. Offers of places will be made from 18th December 2020. Late applications can be made up until 22nd January 2021.

HOW TO APPLY Please email application form (attached) to contact@compton.school

DEADLINES 15th December 2020 for early places.
22nd January 2021 for late applications.

QUESTIONS Please read all FAQ's as your questions may be answered. Call Abi Tabone on 0408 331 565 or email at Abigail.tabone@compton.school to discuss your queries or application in more detail.

FREQUENTLY ASKED QUESTIONS

When will I be advised if I have been accepted into Graduate Certificate of Creative Business?

For early applicants, we will advise during week commencing 18th December 2020. For late applicants, we will advise during week commencing 25th January 2021.

Is catering included in the program?

No

Are there assignments I will have to complete?

Yes. You will be given assignments and they will be assessed. The assignments will be designed to complement the teaching and the 'doing'. All assignments will feed directly into your creative business idea.

What should I bring to the course?

You will need a laptop for Zoom session and an internet connection. Many of your assignments will be based on group work, so be sure to bring a collaborative attitude.

How much course work is involved?

Attendance at class is mandatory. Outside of class learning, you will need to do assigned reading, thinking and assignment work. It is all based around 'learning by doing', so the more work you put in, the more you will get out of the course.

When are classes held?

The course work is designed for people who are working. As such, classes will be held outside of normal business hours, and on weekends in some cases. Schedule will be supplied well in advance of commencement of teaching.

What are the required textbooks?

Required reading and a bibliography will be provided upon commencement of the course.

If I cannot attend a session, can I make it up?

All classes over Zoom will be recorded, however it is strongly recommended that you attend each session. Meeting regularly with your peers and being involved in the discussion will be beneficial and enjoyable.