CREATIVE BUSINESS

Turn your creativity into a sustainable career! This programme is for creative people, whether they are freelancing, working in a creative business, building their own, or managing a creative team. It's designed to impart the business skills and understanding essential to creative work.

WHAT YOU'LL DO
In a small class of creative peers, you'll discover the business know-how that sits behind every successful creative project, business, and career. You'll learn how to realise the value of the IP you create, assemble and lead a creative team, start, manage and grow a creative business, use and understand financial tools, and plan a sustainable creative career.

The teaching is led by senior creative practitioners and grounded in the proven business practices of the creative sector. It is distinguished by its persistent attention to the specific challenges of creative work. You will acquire practical skills that you can apply every day to the work you do. By the end of the year, you'll have developed a detailed personal business or career plan, ready to implement. And you'll graduate with a professional business qualification.

WHERE IT CAN TAKE YOU
Creative Practitioner, Creative Professional, Creative Freelancer, Creative Entrepreneur, Creative Executive, Business Owner, Project Manager, Producer, Executive Producer, and more.

WHY SAE?
With more than 40 campuses in over 20 countries, SAE is truly global and internationally recognised. As a leader in creative media education, we support students globally to develop the skills and experience needed to carve successful creative careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments.

Programme Overview

Programme	**Graduate Diploma in Creative Business**
Duration (Diploma)	**38 Week programme** **x3 2 week breaks across terms**
Next Intake	**15 Mar 2027**
Fees (Domestic)	CB701: $2,052.00 CB702: $2,052.00 CB703: $2,052.00 CB704: $2,052.00 **Total: NZD $8,208.00**
Fees (International)	CB701: $4648.50 CB702: $4648.50 CB703: $4648.50 CB704: $4648.50 **Total: NZD $18,594.00**
Credits	**120 credits** **NZQA Level 7**
Timetable	**Onsite for one weekend per course and remaining classes online, including night classes**
Learning Hours	**One term = 300 Hours** • ~100 hours of directed learning • ~200 hours of self-directing learning **1200 Hours Total**
Qualification (Diploma)	**Graduate Diploma in Creative Business (Level 7)**

Based in Parnell, Auckland, SAE NZ offers qualifications in songwriting, music production, audio production, screen production, and creative business. We have been rated by NZQA as a Category 1 EER provider – the highest possible category rating for a tertiary institute.

APPLICATION PROCESS
For admission to the **Graduate Diploma in Creative Business**, an applicant must:

- Hold a bachelor's degree in a creative industries or creative technologies field; or equivalent professional experience (usually 5+ years)
- Be at least 18 years of age at the time of programme commencement.
- English as an Additional Language applicants must achieve an overall Academic IELTS score of 6.0, with no band less than 5.5, or equivalent from another acceptable test as listed on the NZQA website.
- All applicants must apply with evidence of creative works. An interview/audition may also be required.
- Applicants who believe they meet the criteria for Recognition of Prior Learning, cross-crediting, or credit transfer should complete SAE Auckland's application form and attach relevant documentation.
- All admissions are at the discretion of the Academic Dean.

For more information, or on how to apply, please contact Jeanne-Michelle at auckland@sae.ac.nz or on (09)373 4712

***Creative Business 2027 fees will be confirmed in Sept/October 2026**

SAE CREATIVE MEDIA INSTITUTE

CREATIVE BUSINESS ACADEMIC CALENDAR

GRADUATE DIPLOMA

Term 1 (1 2 3 4 5 6 7 8)

CB701
Building a Creative Career
Start your Creative Business
30 Credits

2 Week Break

Term 2 (1 2 3 4 5 6 7 8)

CB702
Financial Foundations for Creative Ventures
Fund your Creative Business
30 Credits

2 Week Break

Term 3 (1 2 3 4 5 6 7 8)

CB703
Growth Strategies for Creative Enterprises
Grow your Creative Business
30 Credits

2 Week Break

Term 4 (1 2 3 4 5 6 7 8)

CB704
Navigating Creative Ownership & Leadership
Future-proof your Creative Business
30 Credits

Course structure

Four non-linear courses, each 8 weeks long:
- **CB701:** Building a Creative Career
- **CB702:** Financial Foundations for Creative Ventures
- **CB703:** Growth Strategies for Creative Enterprises
- **CB704:** Navigating Creative Ownership and Leadership

Week 1:
- Term begins with a 3-day, in-person intensive weekend workshop

Weeks 2–7:
- Two online classes per week **(Tues & Thurs 6-8:30 pm)**
- Weekly tutorial, on-site or online **(Friday, 12-2:30 pm)**
- Friday tutorials can be attended online or on-site, with a tutor available on campus.
- One-on-one mentoring sessions per course
- Attendance at an Industry event per course

Week 8:
- Full-day, hybrid on site or online Friday class

2 week break between each course | Courses can be taken in any order | Students may join in any term

Exit with
Graduate Diploma in Creative Business (Level 7)

Key:
- Discipline specific courses
- Scheduled break intervals

Please note: Details provided are accurate at time of publication, but may be subject to change.

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