



Master of Creative Business Management (Leadership)

CRS1401806 | CRICOS: 119390D

Intake (2026)	May and September
Duration	4 Semesters (2 years) FTE
Total Credit Points	160
Indicative Fees	Dom: \$40,000; Int: \$48,000
More Information about the course	futurestudents@apac.edu.au 07 3229 6929 www.apac.edu.au

Unit Synopsis

CBM401 Introduction to Creativity

Credit Points: 10

This foundational unit introduces students to creativities as multidisciplinary concepts, underpinning human capacity and professional practices. Students will explore historical, cultural, cognitive and social perspectives on creativities, and examine the role of creativity in innovation, collaboration, and change-making across diverse contexts. Through reflective practice, creative exercises, and theoretical exploration, students will develop critical definitions of creativity, build creative capacity, and engage with key debates about the value and impact of creativities in contemporary society. In CBM 401, students will learn and apply practical thinking strategies and techniques for creative ideation and develop the skills to effectively communicate and evaluate creative ideas.



Course Structure

The Master of Creative Business Management (Leadership) consists of twelve core units which are undertaken by all students. There are no elective units. The units are designed to develop within each student advanced skills and knowledge in creative ideation, technological fluency, and business acumen. In doing so, this program empowers students to thrive in the dynamic creative economy.

CBM402 Creative Futures

Credit Points: 10

This unit examines the evolving role of creativities in envisioning and shaping sustainable, equitable, inclusive, diverse and inspired futures for human thriving. Through future-thinking exercises, speculative design, and collaborative projects, students will engage with real-world challenges and propose creative responses that support transformative outcomes. The unit emphasises collaboration, interdisciplinary thinking, and the strategic use of creative practice to design better futures.



Master of Creative Business Management (Leadership)

CBM403 Creative Technologies

Credit Points: 10

This unit introduces students to new and emerging technologies in creative fields. Students will explore the impact of digital tools and platforms on creative processes and outputs, critically engaging with innovations in design, media, communication, and production. Through experimentation and applied learning, students will enhance their digital fluency and explore how to integrate relevant technologies into their creative practice.

CBM404 Events, Marketing and Entrepreneurship

Credit Points: 10

This unit integrates marketing, events and management principles to provide a comprehensive understanding of how to create, promote, and manage successful initiatives within the experience economy. Students will develop practical skills by applying the marketing mix, event planning, audience and customer engagement, and business modelling, including financial fundamentals. Students will demonstrate these skills to plan for the launch of a creative enterprise or events by producing a fully developed business plan or event proposal, including a budget and innovative marketing.

CBM501 Creative Project Design and Management

Credit Points: 10

With an emphasis on conscious creative action, this advanced unit focuses on the ethical design and management of a creative project across diverse industry and cultural contexts. Building on foundational creative thinking and entrepreneurial skills developed in the Graduate Certificate, students will develop a comprehensive project management plan and produce a prototype or implementation model aligned with professional goals, cultural contexts, industry standards and the principles of ethical creative practice.

CBM502 Critical Cultural Perspectives

Credit Points: 10

This unit examines the theoretical and conceptual frameworks that support creative practice through a range of cultural perspectives. By exploring diverse viewpoints, traditions, and social contexts, students will deepen their understanding of how culture influences creative work. Through critical analysis, self-reflection, and applied theory, students will investigate the role of power, identity, and difference in shaping artistic, design, and communicative practices.



Master of Creative Business Management (Leadership)

CBM503 Research and Evaluation

Credit Points: 10

This unit introduces students to arts-informed research methodologies and evaluation frameworks applicable to project development within the creative industries. Students will execute research processes that support the development and evaluation of a project, enabling them to critically engage with applied, theoretical and market driven perspectives to investigate problems, measure impact, and generate knowledge relevant to events, cultural initiatives, and creative enterprises. Emphasis is placed on ethical research practice, stakeholder engagement, and the integration of evaluation into project design, delivery, and reporting. Students will develop a proposal for a research or evaluation project aligned with their specialisation or area of interest.

CBM504 Community Arts and Cultural Events

Credit Points: 10

Building on the knowledge gained in CBM404, this unit focuses on the planning, development, and delivery of community arts and cultural events. Students will explore the social, cultural, and economic impacts of arts events while further developing practical skills in community consultation, project design, event programming, and stakeholder engagement. Using case studies and collaborative projects, students will design and implement a community arts or cultural event that fosters engagement and celebrates local culture and/or creativity.

MCL601 Graduate Studio 1

Credit Points: 30

This unit marks the commencement of the capstone phase of the course, supporting the research and design of an original Graduate Studio Project. It provides a critical framework for students to integrate and extend their creative practice, practical expertise, and theoretical knowledge through the development of a major creative work accompanied by a scholarly research document. Students will formulate a conceptual and methodological foundation for their project by applying advanced principles of creative ideation and research design. Drawing on theoretical and methodological insights from prior units, they will articulate a practice-led research framework that situates their creative work within relevant scholarly, cultural, and industry contexts. The unit also fosters deep engagement with creative processes through critical reflection and praxis. Under academic supervision, students will develop a comprehensive project plan, including timelines, outputs, and research aims, and begin articulating their contribution to the field or community of practice.

MCL604 Creative Leadership Development

Credit Points: 10

This unit provides a pathway for students to explore and define their leadership approach within creative industries. By identifying their professional values and vision, students will learn to communicate effectively with collaborators and stakeholders, fostering clear, values-driven leadership strategies. The unit emphasises reflective practice, self-awareness, and applied communication to build authentic and adaptive leadership capabilities in diverse creative contexts.



Master of Creative Business Management (Leadership)

MCL611 Graduate Studio 2

Credit Points: 30

This unit supports the final phase of the course requiring students to complete and present an original Graduate Studio Project that integrates advanced creative practice and scholarly research. In MCL 611, students will refine, test, and produce your project through the application of professional and academic strategies including peer review, critical reflection, documentation, and dissemination. Students will engage in iterative processes of production and inquiry to articulate the significance of their work within relevant creative, cultural, and scholarly contexts. Supported by academic supervision, this unit challenges emerging creative leaders to demonstrate mastery of both practice and research, and to make a meaningful contribution to your chosen field or community of practice.

MCL614 Applied Creative Leadership

Credit Points: 10

This unit focuses on creating a practical creative leadership strategy based on experience and insights from the creative industries. Students will develop and implement a leadership strategy within a professional or project-based context and reflect on their leadership approach in action, with an emphasis on adaptability, values-driven decision making, and critical self-reflection. The unit prepares students to lead with authenticity and strategic vision in complex creative environments.