

School of Design Innovation

Certificate to Master Level
Industry Relevant Programmes

Master of
Creative Enterprise
and Innovation

Don't follow, pursue

The MCEI programme will enable students to experience a cutting-edge learning journey to identify and develop entrepreneurial characteristics to become leaders of change and impact the entre/intrapreneurial world.



Master Degree

Level 9 • 180 credits



Duration

18 months



Location

Auckland Central



Delivery

Distance with some in-person seminars



Next intakes

February + July

whitecliffe.ac.nz • 0800 800 300
admissions@whitecliffe.ac.nz

**“I never dreamed about success,
I worked for it.” – Estée Lauder**

Master of Creative Enterprise and Innovation

As innovators the students will pioneer the art of non-linear problem solving to become resilient and risk tolerant as opposed to risk averse. The key is ‘doing it for real’, meaning a hands-on, applied approach to everything during the programme.

The programme will open the entrepreneurial door within participants to enable them to recognise new business, social, indigenous or community focused opportunities, develop a minimum viable product (MVP) and approach investors. It is a gateway to create wealth by building a sustainable business or becoming an innovative leader within a large organization, or social or community focused enterprise.

Graduates of this programme will be able to

- Demonstrate an agile mind-set, communications skills, innovative leadership, and resilience through creative storytelling.
- Apply critical thinking to discern the social, cultural, environmental, and economic impacts of design innovation.
- Create innovative, non-linear solutions to design challenges.
- Establish and monitor realistic goals to transform and actualise a minimum viable produce (MVP) to market readiness.
- Synthesise concepts, research, and practice to generate future-focused ideas and creative innovations in local or global contexts

Career opportunities

- Entrepreneurs
- Enterprise creators
- Innovators
- Agents of change – someone who promotes and enables change to happen within a sector or organisation
- Disrupters – someone who looks at things differently. They don’t appear to be a threat at first because their ideas are so out there that others expect them to fail
- Business founders
- Business owners
- Re-imagining existing business
- Job creators
- Senior managers or C-suite contenders

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