



MOHAMMAD DAFFA ARDITO
ALUMNI

In addition to skills, at SAE I also make many friends from other fields, for example when running a project that requires Video or Audio, I can easily invite college friends who have the right chemistry and work ethic.



ALEXANDRA RACHEL INDRA DEWI
ALUMNI

Studying at SAE was really fun! We really were trained to deal with investors/clients. The cool thing is that all the lecturers at SAE are also practitioners in the music industry. So when you are at work, you already know what to do!

HOW TO APPLY

To apply for any course at SAE, all you need to do is fill out our online application form at: pmb.sae.ac.id

Remember, you can contact SAE Indonesia admissions team at:

- ☎ (+62) 21 781 7188
- 📞 0877 1234 6567
- ✉ jakarta@sae.edu

Established in 2014, SAE Indonesia is a part of SAE Institute, the world's leading educator in the creative media industries. SAE has 47 campuses in 23 countries and has been setting the global benchmark for creative media education since 1976.

Akademi Komunikasi SAE Indonesia is accredited by the National Accreditation Board for Higher Education (BAN-PT) for Film & TV Production. We offer Film & TV Production Applied Bachelor Degrees (Sarjana Terapan) with concentrations in Audio Production, 3D Animation & Visual Effects, and Creative & Entertainment Business.

We also offer Corporate Training, Industry Courses, and Pathway Programs in creative media subjects.



Enrich Your Creative Concepts into Strategic Actions and Leave Your Mark in the Creative and Entertainment Industry!



SAE Indonesia
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Jakarta Selatan, Indonesia 12540

Admission
(+62) 21 781 7188
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CREATIVE AND ENTERTAINMENT BUSINESS



COURSE OVERVIEW

The Applied Bachelor Degree in Film & TV Production with a concentration in **Creative & Entertainment Business** is designed for those who aim to lead, innovate, and grow within today's creative industries.

You won't just gain theoretical knowledge—you'll develop practical, industry-relevant skills and strategies essential for success in areas like arts, music, entertainment, digital media, games, film, and beyond.

This program is built to make you industry-ready from day one, equipped with the tools, insights, and connections to secure your dream role—or create your own path.

Whether you're producing content, leading campaigns, managing talent, or launching a creative business, this program will prepare you to thrive in the ever-evolving creative landscape.

COURSE INFORMATION

At SAE Indonesia you will study essential attributes needed to develop and maintain a career in the creative & entertainment industry, including entrepreneurship, professional business practice, and business transferable skills.

The Creative & Entertainment Business is managed and taught by industry professionals and practitioners with years of experience across the key areas of the creative & entertainment industry. With close links to the industry, you will also get more benefit from guest lecturers, seminars, workshops and have the opportunity to take part in masterclasses with industry experts such as managers and record label executives.

This course is designed to offer opportunities and benefits not only to talents who are interested to build a career in the business areas but also to creative talents and practitioners, who create and produce music also other creative works and interested with self-management and distribution in the industry.

Sarjana Terapan Film & TV Production in concentration:

CREATIVE & ENTERTAINMENT BUSINESS

Qualification
Sarjana Terapan Seni (S.Tr.Sn.)

Intake: September | Duration: 4 Years | Language: Indonesian

SEMESTER 1

Communication Skills	Creative Entertainment Studies	Scriptwriting	Creative Thinking
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SEMESTER 2

Ethics, Citizenship, Pancasila	Finance for Creativepreneurship 1	Creativepreneurship	Market Analysis
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SEMESTER 3

Talent Scouting	Screenplay	Legal & Contract	Foundations of Cinematography
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SEMESTER 4

Business for Creative & Entertainment Industries	Managing New Product & Developing Talent	Business Model	Concept Production Design
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SEMESTER 5

Business & Professional Ethics	Finance for Creativepreneurship 2	Business Analysis	Creative Project
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SEMESTER 6

Internship	Field Internship	Internship Report	Marketing & Promotion
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SEMESTER 7

Research Analysis	Project Development	Creative Product Distribution	Digital Marketing
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SEMESTER 8

Penulisan Penelitian Bahasa Indonesia	Major Project & Exhibition	Production for Client
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REQUIREMENTS

- Currently in 12th Grade (SMA/SMK/Paket C) or equivalent: Applicants who are in their final year of high school can apply
- Certificate of Senior High School (SMA/SMK/Paket C) or equivalent verified by the Indonesia Government
- Passing Admission Test
- Completed Interview Evaluation Test
- Portfolio (optional): Showcase your previous projects or relevant experiences to strengthen your application

SAE reserves the right to change the modules offered.

CAREER OPTIONS

The Creative & Entertainment Business course is your ultimate guide to unlocking a multitude of pathways within the vibrant world of creativity and media.

A single project may involve multiple disciplines, making versatility a key strength for those entering the field.

EMPLOYMENT

SAE alumni are working in various roles across the creative & entertainment sector, both locally and internationally.

By joining SAE, you become part of a global network of 12,000+ graduates—unlocking access to real industry connections, such as:

- BYTEDANCE
- BELIEVE DIGITAL
- NOICE
- AQUARIUS MUSIKINDO
- MNC TALENT MANAGEMENT
- MUSICA STUDIOS
- BOSS CREATOR

