



Entrepreneurship in Film and Media

ENTREPRENEURSHIP IN FILM AND MEDIA

CAMF6004

20 Credit Module

Tuesday 13.00-16.00

Room: TL10

Teaching is by lecture and tutorial.

Lecture:

Tuesday 13:00 – 15:00 (TL12 Mac Lab)

Tutorials:

Tuesday 15:00 – 16:00 (TL12 Mac Lab)

Tutors:

Dr Matt Jones

(Room: Staff Office; email: matthew.jones@uwtsd.ac.uk)

Mr Martin Wilding

martin.wilding@gmail.com

SYLLABUS

This module will provide an introduction to the pros and cons of freelancing within the fields of film and media, with students being asked to engage critically upon their own aptitude for this form of work. Through interaction with entrepreneurs working in film and media in Wales, students will engage with local, national and global markets in the fields of film and media, including the opportunities presented by the Internet. The preparation and production of an individual business plan and viability review will be a core element of the module, as will participation in a group project to market, exhibit and/or publish student work.

The 6 main elements of the portfolio development are:

Executive Summary

Company Overview

Description of Products and Services

Viability Review

Market Research/Marketing and Sales Approach

Financial Projections

AIMS

- To examine and critically evaluate the concept of entrepreneurship in the field of film and media and associated contemporary creative industries.
- To enable appropriate planning for business start-up, and the marketing and promotion of work in a public forum.

LEARNING OUTCOMES

By the end of this module students should be able to:

- effectively and professionally demonstrate the ability to exhibit, market and/or publish their work;
- critically evaluate the legal, financial and personal implications of freelancing;
- create a professional business plan and viability review, and professionally prepare and present proposals for financial backers and clients.

TRANSFERABLE SKILLS:

Note-taking, oral expression, research skills, organise and manage a self-directed project, communication, business skills, financial planning, evaluative skills, deliver work to a specific brief and format, deliver work to appropriate business practices.

MODULE EVALUATION:

At the end of the module students will be asked to complete a module evaluation form. Please refer to Learning Outcomes when making your evaluation.

TIMETABLE:

The module is taught over a twelve-week period, starting in week one of semester two. A two-hour lecture, from 13.00-15.00, will be followed by a one-hour tutorial (15.00-16.00). Reading Week will take place in week six, and there will be no seminar in this week.

BIBLIOGRAPHY

Essential

- Aldridge, M. (2007) *Understanding the Local Media*. Milton Keynes: Open University Press.
- Bloore, P. (2012) *The Screenplay Business: Managing Creativity and the Film Industry*. London: Routledge.
- Bolton, B & Thompson, J. (2013) *Entrepreneurs: Talent, Temperament and Opportunity* (3rd ed.). London: Routledge.
- England, E. and Finney, A. (2007) *Managing Interactive Media: Project Management for Digital Media and the Web*. Harlow: Addison Wesley.
- Lumsdaine, E. (2006) *Entrepreneurship: From Creativity to Innovation – Effective Thinking Skills for a Changing World*. Victoria: Trafford.
- McDonald, P. (2007) *Video and DVD Industries*. Basingstoke: Palgrave.
- Read, S., Sarasvathy, S., Dew, N., Wiltbank, R., & Ohlsson, A-V. (2011) *Effectual Entrepreneurship*. London: Routledge.
- Reuvid J. and Miller, R. (2011) *Start Up and Run Your Own Business: Everything from Business Plans to Sales*. London: Kogan Page.
- Williams, S. (2011) *The Financial Times Guide to Business Start Up: The Most Comprehensive Guide for Entrepreneurs*. Harlow: Pearson Education.

Recommended

- Bloore, P. (2012) *The Screenplay Business: Managing Creativity and the Film Industry*. London: Routledge.
- Burrell, R. and Coleman, A. (2009) *Copyright Exceptions: The Digital Impact*. Cambridge: Cambridge University Press.
- Collie, C. (2007) *The Business of TV Production*. Cambridge: Cambridge University Press.
- Connell, B. (ed.) (2010) *Exploring the Media: Text, Industry, Audience* (2nd ed.). London: Auteur.
- Curtin, M. and Shattuc, J. (2009) *The American Television Industry*. Basingstoke: Palgrave.
- Finney, A. (2010) *The International Film Business: A Market Guide Beyond Hollywood*. London: Routledge.
- Ford, R. (2008) *Guidelines for On-line Success*. Cologne: Taschen.
- Garrison, B. (2009) *Professional Feature Writing* (5th ed.). London: Routledge.
- Gomery, D. and Hockley, L. (eds.) (2006) *Television Industries*. Basingstoke: Palgrave.
- Handler-Miller, C. (2004) *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. Oxford: Focal Press.
- Iasifidis, P., Steemers, J. and Wheeler, M. (2005) *European Television Industries*. Basingstoke: Palgrave.
- Jackel, A. (2003) *European Film Industries*. Basingstoke: Palgrave.
- Katz, H. (2010) *The Media Handbook: A Complete Guide to Advertising, Media Selection, Planning, Research and Buying* (4th ed.). London: Routledge.
- Moore, J. (2011) *Short Film Distribution: Film Festivals, the Internet and Self Promotion*. Dulles: Mercury Learning and Information.
- Murray, S. (2011) *The Adaptation Industry: The Cultural Economy of Contemporary Literature Adaptation*. London: Routledge.
- Owen, L. (2010) *Selling Rights* (6th ed.). London: Routledge.
- Reiss, J. (2010) *Think Outside the Box Office: The Ultimate Guide to Film Distribution and Marketing for the Digital Era*. London: Hybrid Cinema.
- Stafford, R. (2007) *Understanding Audiences and the Film Industry*. Basingstoke: Palgrave.
- Stamatoudi, I.A. (2008) *Copyright and Multimedia Products: A Comparative Analysis*. Cambridge: Cambridge University Press.
- Walter, R. (2010) *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing*. New York: Plume Books.

Websites

www.barclays.com

www.gowales.co.uk

www.grantfinder.co.uk

www.graduatewales.com

www.princes-trust.org.uk

Students will be directed to appropriate online resources over the course of the module.

PROGRAMME OUTLINE:

Seminar 1 21/1: Matt and Martin **Introduction to entrepreneurship and freelancing.**

Seminar 2 28/1: Martin **The Business Plan, part one:**

Executive Summary; Company Overview; Description of Products and Services

Seminar 3 4/2: Martin **The Business Plan, part two:**

Viability Review, Market Research, Marketing and Sales Approach

Seminar 4 11/2: Martin **The Business Plan, part three:**

Financial Projections; Profit and Loss forecast; Balance Sheet;

Monthly Cash Flow Projections

Seminar 5 18/2: Matt and Martin **Developing the Business Idea:**

Group discussion and feedback

Reading Week 25th February

Seminar 6 3/3: Martin **Funding for new enterprises.**

Seminar 7 10/3: **The Welsh Media Industry: Guest Speaker**

Seminar 8 17/3: Matt and Martin **Review of student portfolios**

Seminar 9 24/3: **STUDENT PRESENTATIONS**, Tuesday 24TH March, 1300-1600

Seminar 10 21/4: **Guest Speaker**

Seminar 11 28/4: **Workshop/Support**

Seminar 12 5/5: **Workshop/Support**

A proportion of the sessions above will be delivered by individuals working in industry, so individual session dates are subject to change.

LEVEL 6 ASSESSMENT SPECIFICATION

Module:	Entrepreneurship in Film & Media		
Module code:	CAMF6004	Contribution to Overall Module Assessment (%):	25
Lecturer:	MJ/MW	Internal Verifier:	MJ
Assignment Title:	Assessment 1: Entrepreneurship Presentation	Word count (or equivalent):	10-minute presentation equivalent to 1500 words
Submission deadline:	24th March 2020	Return date of provisional marks & written feedback:	24th April 2020
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

- effectively and professionally demonstrate the ability to exhibit, market and/or publish their work;
- critically evaluate the legal, financial and personal implications of freelancing;
- create a professional business plan and viability review, and professionally prepare and present proposals for financial backers and clients.

TASK DESCRIPTION

ASSESSMENT:**Coursework 100%****Assessment 1 (25%): Presentation (to the equivalent of 1,500 words)**

Presentation, of 10 minutes duration, of a detailed business proposal to an industry panel in a 'Dragon's Den' scenario.

PowerPoint presentation and proposal to be handed in at point of presentation.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria on the module marking proformer.

A full rubric for the assessment criteria related to this assessment and level of study can be found on the Film and Media Moodle homepage.

1. Engagement with Research

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, where appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *You need to demonstrate your ability to engage with research skills by using relevant and focused academic, governmental, financial and industrial materials from an appropriate range of current and/or seminal sources, evaluating the credibility of these sources, and ensure that your work is properly referenced.*

2. Knowledge and Understanding Skills

At level 6, you should be able to demonstrate coherent and detailed knowledge and a systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. You should be aware of the uncertainty, ambiguity and limits of knowledge. Your work must demonstrate the growing extent of your knowledge and systematic understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment: *You need to demonstrate your knowledge and understanding of business principles and entrepreneurship, including freelancing and marketing.*

3. Cognitive and Intellectual Skills

You should be able to: critically evaluate evidence, arguments, assumptions, abstract concepts and data some of which are at the forefront of a discipline (and that may be incomplete) to devise and sustain arguments, to make judgements and/or solve problems; describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline. Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide

justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *You need to demonstrate cognitive and intellectual skills through demonstrating an understanding of the principles underlying entrepreneurship and related subject areas, including freelancing and marketing.*

4. Practical Skills

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and creative. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment: *You need to demonstrate practical skills through the production of a range of business-related documentation, e.g. a business plan, and in the maintenance of a business profile through the creation and use of various marketing materials. You need to demonstrate good presentation skills, engaging with your audience clearly and directly, and effective resource management, including managing your time and display materials.*

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: *You must provide evidence of the qualities and transferable skills appropriate to the task, demonstrating a professional attitude, providing clear and well-structured business documentation and marketing and display materials, and managing your resources effectively.*

LEVEL 6 ASSESSMENT SPECIFICATION

Module:	Entrepreneurship in Film & Media		
Module code:	CAMF6004	Contribution to Overall Module Assessment (%):	75
Lecturer:	MW	Internal Verifier:	MJ
Assignment Title:	Assessment 2: Entrepreneurship Portfolio	Word count (or equivalent):	4500 words
Submission deadline:	Mon 11th May 2020	Return date of provisional marks & written feedback:	8th June 2020
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes
(from module syllabus)

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

- effectively and professionally demonstrate the ability to exhibit, market and/or publish their work;
- critically evaluate the legal, financial and personal implications of freelancing;
- create a professional business plan and viability review, and professionally prepare and present proposals for financial backers and clients.

TASK DESCRIPTION

Assessment 2 (75%): Portfolio (to the equivalent of 4,500 words)

Portfolio to comprise:

- business plan,
- viability review
- exhibition and/or publication of work
- self-reflective journal.

All written work must be produced in a Microsoft Word compatible document, and submitted via Moodle by noon on the submission date.

Work should be double spaced, page numbered, and fully referenced according to the university's Harvard Referencing Guide.

A word count must be supplied at the end of your work, which should not include bibliographies.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria on the module marking proformer.

A full rubric for the assessment criteria related to this assessment and level of study can be found on the Film and Media Moodle homepage.

1. Engagement with Research

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set; you should make use of scholarly reviews and primary sources, where appropriate (for example, refereed research articles and/or original materials appropriate to the discipline). You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *You need to demonstrate your ability to engage with literature skills by using relevant and focused academic, governmental, financial and industrial materials from an appropriate range of current and/or seminal sources, evaluating the credibility of these sources, and ensure that your work is properly referenced.*

2. Knowledge and Understanding Skills

At level 6, you should be able to demonstrate coherent and detailed knowledge and a systematic understanding of the subject area, at least some of which is informed by the latest research and/or advanced scholarship within the discipline. You should be aware of the uncertainty, ambiguity and limits of knowledge. Your work must demonstrate the growing extent of your knowledge and systematic understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Guidance specific to this assessment: *You need to demonstrate your knowledge and understanding of business principles and entrepreneurship, including freelancing and marketing.*

3. Cognitive and Intellectual Skills

You should be able to: critically evaluate evidence, arguments, assumptions, abstract concepts and data some of which are at the forefront of a discipline (and that may be incomplete) to devise and sustain arguments, to make judgements and/or solve problems; describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline Your work must contain evidence of

logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing what! But also justifying: Why? How? When? Who? Where? At what cost? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *You need to demonstrate cognitive and intellectual skills through demonstrating an understanding of the principles underlying entrepreneurship and related subject areas, including freelancing and marketing.*

4. Practical Skills

At level 6, you should be able to apply the methods and techniques that you have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects. You will deploy accurately established techniques of analysis and enquiry relevant to the discipline, and apply them in complex and unpredictable contexts, to devise and sustain arguments and/or to solve problems. You should be able to frame appropriate questions to achieve a solution - or identify a range of solutions. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context or circumstances, to assess current situations, perhaps to formulate plans or solutions to solve problems, or to create artefacts, some of which may be innovative and creative. This is likely to involve, for instance, the use of real world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment: *You need to demonstrate practical skills through the production of portfolio containing a range of business-related documentation, including a business plan and various marketing materials. You need to demonstrate effective resource management.*

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for graduate-level employment requiring the exercise of initiative and personal responsibility and decision-making in complex and unpredictable circumstances. This includes demonstrating: the learning ability for professional development to advance existing skills and acquire new competences of a professional nature that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: *You must provide evidence of the qualities and transferable skills appropriate to the task, demonstrating a professional attitude, providing clear and well-structured business documentation and marketing materials, and managing your resources effectively.*

FEEDBACK

Feedback is an essential part of all education and training programmes. It helps learners to maximise their potential at different stages of training, raise their awareness of strengths and areas for improvement, and identify actions to be taken to improve performance.

Feedback can be seen as informal (for example in day-to-day encounters between teachers and students or trainees, between peers or between colleagues) or formal (for example as part of written or clinical assessment). However, there is no sharp dividing line between assessment and teaching in the area of giving feedback on learning. Feedback is part of the overall dialogue or interaction between teacher and learner, not a one-way communication.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between teachers and students in formal classes
- Direct questions and responses from tutors inside and outside formal classes
- Email correspondence between teachers and students
- Interactions between students and teachers using the module message board on Moodle
- Informal comments and responses to pitches and presentations in classes
- Comments and annotations added to written submissions, such as essays and reflective journals
- Formal written feedback in response to assignments recorded on the summative assessment module feedback forms

You will have the opportunity to discuss your feedback with your Module tutor.

Feedback will be returned on assessed work within twenty working days of submission.