

## BA (Hons) Film & Screen Business

### OVERVIEW

The BA (Hons) Film & Screen Business programme at MetFilm School's ScreenSpace aims to provide a unique space in partnership with industry to inspire and challenge students to develop their business skills and knowledge across a range of areas within the screen and film industries, and build their entrepreneurial mission, to launch successful careers.

You'll learn to navigate the modern media environment; film and media content production and delivery; financing and funding; data and analytics; legal and accounting principles; marketing strategy, exploitation and distribution. You will also hone skills to help progress in your own business career - presentation, networking, pitching and creative entrepreneurship.

*N.B. The name of this course was changed in Dec2020 from: BA (Hons) Film Business & Screen Entrepreneurship.*

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## MODULES

The programme is made up of Level 4, 5 and 6 modules delivered over six consecutive semesters, each focusing on a key area of business within the screen industries. In each semester the students will study three modules: **Screen Industry, Business Skills and Entrepreneur**. By meeting the learning outcomes, students develop knowledge and understanding, critical analysis and practical skills to help them become business practitioners within the creative industries.

**Business Skills** are the core technical skills you need in order to successfully run a business and become part of the next generation of creative entrepreneurs.

**Screen Industry** covers the knowledge and understanding of the different business models in the environments you are going to work within. You will then be assessed on your core competencies in these modules.

Skills learned in the Business Skills and Screen Industry modules are then applied to a practical brief as part of your key project for the **Entrepreneur** module. This could be setting out a business plan, running a marketing campaign, financing and helping produce a short film or project managing a film festival. This means students will emerge from their studies with their degree, a portfolio of professional content, and a business plan to help them navigate the complex media and creative industries job market.

### Level 4

Semester 1: Tell a Story

Semester 2: Change Hearts: the business of social impact filmmaking

### Level 5

Semester 3: Change Minds: Finance, marketing and management of advertising and branded content

Semester 4: Entertain Me: People, resources and project management in TV/film fiction

### Level 6

Semester 5: Become Influential: Strategic planning in the digital space

Semester 6: Be an Entrepreneur: Graduate Vision and Business Plan or Production

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## Level 4: Semesters 1 & 2

### Semester 1: Tell a Story

- Introduction to storytelling for all screen types.
- Learn the basics of production, producing a short film to gain insight into the creative process.

#### Modules:

- Tell a Story: Screen Sense
- Tell a Story: Craft Skills
- Tell a Story: Production

### Semester 2: Change Hearts

- Learn about business functions, audience and market research and financial planning in relation to social impact filmmaking
- Gain knowledge about, budgeting, scheduling and how these apply to production management.

#### Modules:

- Change Hearts: Screen Industry
- Introductory Business Skills
- Change Hearts: Entrepreneur

## Level 5: Semesters 3 & 4

### Semester 3: Change Minds

- Deploy project management, financial, marketing and technical skills by creating a business plan or producing a piece of advertising or branded content.
- Learn about money, legal and marketing practices to enable you to support productions and understand commercial ideas.

#### Modules:

- Change Minds: Screen Industry
- Business Management
- Change Minds: Entrepreneur

### Semester 4: Entertain Me

- Learn business, project and people management skills and as they apply to film and TV series.
- Understand the market dynamics of working in fiction and the importance of effective budgeting, planning and scheduling then commissioning creative projects

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## Modules:

- Entertain Me: Screen Industry
- Production and Project Management
- Entertain Me: Entrepreneur

## Level 6: Semesters 5 & 6

### Semester 5: Become Influential

- Use strategic management principles, business techniques, entrepreneurial skills and organisational and management skills in relation to the production of and/or planning and distribution of a new or innovative digital project.
- Adopt key strategies and learn to use relevant tools which will help in the field of project management.

## Modules:

- Become Influential: Screen Industry
- Strategic Business Skills
- Become Influential: Entrepreneur

### Semester 6: Be an Entrepreneur: Graduate vision and business plan

- Learn different approaches to leadership and management and how these aid a successful creative entrepreneur.
- Integrate a wide range of key business, strategic management, communication, leadership, team-work and production skills to plan/schedule, finance, produce and/or distribute a self defined graduation project.
- Research and discover new techniques or technological methods to support film or content.

## Modules:

- Be An Entrepreneur: Screen Industry
- Be an Entrepreneur: Graduation project development

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## ABOUT SCREENSPACE



ScreenSpace is a partnership between MetFilm School and the University of West London, delivering two industry-led, practical undergraduate degree courses, immersed in creative industry practice, delivered by tutors who are working as media professionals across a range of creative industries. ScreenSpace is where students learn from media professionals to produce video content, find and nurture audiences, and in doing so learn creative entrepreneurship, storytelling, production and business.

At ScreenSpace our mission is to bridge the gap between industry and education. Our unique partnership with creative industry leaders and the University of West London means we provide students with practical courses focusing on production skills alongside learning experiences immersed in the film and media industries. Students studying with ScreenSpace, benefit from studying in a working production environment whilst having the inclusive university experience with the University of West London.

### **Practical**

Courses at ScreenSpace are highly practical because we believe the best way to learn is through doing. Through a combination of masterclasses, workshops and self-directed learning, your skills will be applied across a wide range of practical exercises.

### **Creative**

We are incredibly proud of our role model tutors, all of which are industry practitioners; either working in or come from a film or television background, meaning you will be taught by people who know the film and media industry, inside out. By putting industry at the heart of everything we do, ScreenSpace best equips its graduates for successful careers.

### **Connected**

At ScreenSpace we concentrate on employability right from the start. As a student you get access to MetFilm School's dedicated careers advice department, MetFilm Futures, who focus on ensuring you develop the skills needed to succeed in the industry.

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