



SCREEN AND
FILM SCHOOL

BA (Hons) **Film Business and Production**

Course Handbook



2019
2020
2021
2022
2023
2024

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1. Introduction

This course handbook is the primary source of information for your course, BA (Hons) Film Business and Production course, however, should be used in conjunction with the following sources of information. The course is delivered at Screen and Film School, part of BIMM University.

Screen and Film School College Homepage

Your Screen and Film School College Homepage can be found through bimmstudents.com by selecting your college. Once you have selected your college, navigate to *College and Course Information* where you will find your College Homepage and Course Homepage links.

This contains important information on the following:

- Key contacts
- College procedures
- Facilities information
- Useful tips for studying and living in your college's city
- Student Services
- General Health & Well-being
- Events, Masterclasses, Careers & Industry
- Semester dates can be found [here](#).

Digital Platforms

In addition to Canvas, students will be required to engage with the following online platforms throughout the duration of the course. These are specific to each college, and might include:

- [SiSo](#) - Kit & resource booking
- [Microsoft Office 365](#) -Emails, timetables, cloud storage & apps
- [EBSCO](#)- Virtual library
- [Screen Studies](#) - Virtual library
- [BFI Player](#) - VOD Film service
- [SFS Connect](#) - Social networking and events booking
- [Vimeo](#) - Upload space for finished films and work in progress

BIMM Students

bimmstudents.com is a one-stop portal for all key electronic resources and services students will require during their studies including the following:

- Microsoft Office 365 (including emails, cloud storage and apps)
- Lesson Timetables

- E-Library & Journals
- Room bookings
- IT Support and resources
- BIMM Extra
- BIMM University's Virtual Learning Environment ([Canvas](#))
- BIMM e-Books
- Creative Industries, Guests & Careers – Masterclasses and Career development
- Tutorial booking
- BIMM Connect – student networking.

Canvas

Canvas is BIMM University's Virtual Learning Environment (VLE). It is an online space containing materials and tools to support and enhance students' learning experience. This platform is an integral part of the student experience at BIMM University. It is not only an online extension of the classroom but is also the place where students will submit digital assignments and receive grades and feedback.

It also contains a wealth of valuable guidance to support students during their studies. It hosts important information on assessment deadlines, guides to each module on the course, and student services information. Each module on the course has a dedicated space where students can access materials used in class and additional study resources.

Students will find links to college news and networking forums, annual monitoring reports, college Board of Studies and Student Representation forum minutes, and much more.

Module Specifications

The Module Specifications for this course are made available electronically [online here](#) and individually via the Course Structure Section of this handbook.

BIMM University Academic Regulations

Information on plagiarism, word counts, and further assessment guidelines can be found via the [Undergraduate Academic Regulations](#) and the [Student Assessment Handbook](#).

BIMM University Policies

All student-facing policies can be found on the BIMM website, under "[Student Policies and Regulations](#)".

Procedures relating directly to student complaints and appeals can be found [here](#).

2. Student Responsibilities

You are expected to attend classes and submit work for assessment as well as engage in the required amount of self-directed study as quantified in the [module specifications](#). Expectations around student engagement is outlined in our [Student Engagement Policy](#).

Library resources are supplied through the BIMM University electronic library and dedicated physical reading rooms, and You are expected to use these resources in their own time.

Referencing – The Harvard Reference System (HRS)

When researching a topic for any written assignment (e.g., essay, report or dissertation), students are expected to make use of a variety of sources including books, journal articles, newspaper articles, web pages and audio-visual material.

At BIMM University we use the Harvard Reference System. According to this system, we acknowledge our sources within text (in-text citations) and by including a Reference List at the end of the work.

Please see the ***BIMM Guide to Harvard Referencing*** on the Academic Study Skills site [here](#) for further details on how to reference work.

3. Key Course Staff

All staff contributing to the course are highly experienced practitioners, and the majority have degrees or post-graduate qualifications.

Key Course staff names and contact details can be found on your Course Homepage, which can be found on bimmstudents.com.

Details of the lecturer with responsibility for a particular module can be found on the relevant module pages on [Canvas](#).

4. Graduate Attributes

BA (Hons) Film Business and Production graduates will be able to:

Employable and Entrepreneurial

Graduates will act with professionalism and integrity. They will demonstrate entrepreneurial skills to their colleagues and potential employers including:

- Exemplary communication skills
- Efficient time management
- Effective self-managed independent and team working
- Respect for the opinions of others and the ability to receive criticism and use it constructively

- Imaginative, creative and critical thinking
- Effective problem solving
- Digital literacy
- Numeracy
- A strong sense of personal and professional identity.

Resilient and Adaptable

Graduates will be confident and resilient enough to recover quickly from setbacks.

Creative, Collaborative and Connected

Graduates will be self-assured enough to form lifelong creative networks where they can connect and collaborate with others on activities or projects to generate value.

Globally Aware

Graduates will be confident to act effectively in settings where language and culture are not familiar to them and will understand international context and practices both within, and beyond, their discipline.

Socially Responsible

Graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.

Professional

Graduates will demonstrate an informed understanding of their discipline or professional practice, and the ability to question its principles, practices and boundaries.

Intellectually Curious

Graduates will demonstrate initiative, self-reflection, academic integrity and ethical responsibility. They will possess powers of analysis, synthesis, and evaluation. They will appreciate disciplines and forms of professional practice beyond their own and draw connections between them.

Self-Aware

Graduates will be equipped to seek knowledge and to continue learning throughout their lives. They will set themselves high standards and will demonstrate qualities that enable them to be reflective and independent lifelong learners.

5. Course Specification

<i>Full Title of Course & Award:</i>	BA (Hons) Film Business and Production
<i>Mode of Attendance:</i>	Full Time
<i>Length of Course:</i>	The course is taught over three years at Levels 4, 5 and 6.
<i>Start Date:</i>	<ul style="list-style-type: none"> • Initial validation: 2021 • First cohort intake: 09/2022

	<ul style="list-style-type: none"> • Last revalidated: 2021
Awarding Institution:	<ul style="list-style-type: none"> • BIMM University
Teaching Institution:	<ul style="list-style-type: none"> • Screen and Film School
UCAS Code:	<ul style="list-style-type: none"> • P3W3 (Brighton), P3W4 (Manchester/Birmingham)
Language of Study	<ul style="list-style-type: none"> • English
Final Award:	<ul style="list-style-type: none"> • Certificate of Higher Education (exit award only at Level 4) • Diploma of Higher Education (exit award only at Level 5) • Bachelor's Degree with Honours
FHEQ Level:	<ul style="list-style-type: none"> • 120 credits at Level 4 • 120 credits at Level 5 • 120 credits at Level 6
Reference Points:	<ul style="list-style-type: none"> • QAA Subject Benchmark Statement: Communication, Media, Film & Cultural Studies 2019 • Business and Management 2019
Minimum Period of Registration:	<ul style="list-style-type: none"> • 3 years
Maximum Period of Registration:	<ul style="list-style-type: none"> • 6 years
Admissions Criteria:	<p>A-levels or BTEC</p> <p>Normally two A-levels at grade C or above (64 UCAS Tariff points), or BTEC Extended Diploma MPP.</p> <p>International Baccalaureate</p> <p>24 points.</p> <p>Access to HE Diploma</p> <p>Pass with 60 credits overall. At least 45 credits at level 3, with 24 credits at merit or above.</p> <p>GCSE (minimum grade C or grade 4)</p> <p>At least three GCSEs to include English language and mathematics.</p> <p>Other qualifications or relevant experience</p> <p>A qualification or HE credits may count towards your course at Screen and Film School and could mean that you can start in year 2 or 3.</p>

	<p>English language requirements</p> <p>IELTS 6.0 overall, with 6.0 in writing and a minimum of 5.5 in other elements.</p> <p>Applications are welcomed from students who might not have the qualifying entry requirements but can demonstrate a proactive commitment to film production and business. These applications will be considered within the scope of the University's Recognition of Prior Practice Policy & Procedure, which can be found on the Screen and Film School website</p>
<p>Date of Course Specification:</p>	<p>Last revised: 2021</p>

6. Course Aims

BA (Hons) Film Business and Production will provide you with an industry focused experience that balances the development of production, business and entrepreneurial skills whilst preparing you for a sustainable career in the film and related creative industries. The course will challenge you to embrace current structural and production techniques for screen and television, as well as emerging trends, and help you to learn key business skills which will then be used to develop high-level business plans and strategies. This will include film and media content production and delivery; financing and funding; evolving business and revenue strands; legal and accounting principles; intellectual property and marketing strategies; production management, development and distribution. You will also develop key skills to ensure success in the film and screen business including presentation, networking, pitching and creative entrepreneurship.

The course will be delivered by experienced film business practitioners who combine their academic teaching with relevant and current professional practice.

An Industry Engagement Strategy is also embedded within the curriculum and encourages you to engage with industry throughout your time at Screen and Film School. This is achieved through dedicated workshops, masterclasses, live briefs and work placements. During your studies you are encouraged and supported in the creation of the development of a network of contacts through industry engagement and are further supported in your progression into the world of work via the Alumni Community.

Your first year (Level 4) has been designed to ensure that you have a foundational understanding and grounding in the production roles and fundamental principles of working within film production. During the first semester it will introduce you to the key production roles of producer, production manager, production accountant, executive producer and the roles that financing, intellectual property, commissioning and distribution play within the industry as well as giving you an introduction to developing your entrepreneurial

attributes. In semester 2 you will further develop your understanding of the production process and the role that film production and business skills play within it. By the end of level 4 you will have gained an understanding of the business of film and will have engaged with industry standard processes and protocols.

The second year (Level 5) has been designed to develop the critical, entrepreneurial and production skills developed within level 4 and advance these skills to an intermediate level. This subject specialism and knowledge are realised in a broad range of optional modules throughout the two semesters. These optional modules include creative producing, production management, production budgeting, intellectual property and financing and distributing your film. By the end of level 5 you will have gained a developed understanding of the business of film and will have engaged with industry standard processes within the collaborative production of a short film project with the BA (Hons) Filmmaking students.

During your third year (Level 6) you will realise an advanced critical understanding of film business skills in relation to the development and production of collaborative film project with BA Hons Filmmaking students and within the film business production specialism of your choice. The expectation will be for you to produce high quality, aesthetically considered work that demonstrates the ability to self-manage and work to professional expectations, ready for industry upon graduation.

The course will provide students with an industry-relevant offering that includes a critical understanding of applied film and business theory, with current industry insight and a practical understanding of film production. Students will develop production and business skills to function effectively in film, television and associated sectors. With Screen and Film School's unique access to film, television and digital content production companies throughout Brighton, the South Coast and London students will have ample opportunity throughout their studies to engage and interact with the film industry. By participating in both assessed and non-assessed projects students will engage with an array of industry placements and be introduced to a variety of industry contacts, thereby easing their transitions into the film industry.

7. Course Structure

The BA (Hons) Film Business and Production course consists of the following modules (click on each module for more details, this will take you to the online Module Specification).

Code	FHEQ Level		Module Title		Credits
Year 1					
COM411	1/1	4	The Creative Industries	Spine	15
FBP411	1/1	4	Pitch to Greenlight 1 - Film	Core	15
FBP402	1/1	4	Production Processes	Core	15
FBP403	1/1	4	Distribution to Franchise	Core	15
COM412	1/2	4	The Creative Industries and You	Spine	15
FBP404	1/2	4	Film Business Evolution	Core	15
FBP405	1/2	4	Entrepreneurial Mindset 1	Core	15
FBP416	1/2	4	Pitch to Greenlight 2 - Episodic Content	Core	15
					(120)
Year 2					
COM521	2/1	5	Defining Your Practice in Context	Spine	15
FBP501	2/1	5	Entrepreneurial Mindset 2	Core	15
FBP504	2/1	5	Intellectual Property & Closing the Deal 1	Option	15
FBP503	2/1	5	Development, Financing & Distribution 1	Option	15
FBP502	2/1	5	Creative Producing 1	Option	15
COM522	2/2	5	Exploring Practice Through Collaboration	Spine	15
FBP505	2/2	5	Short Film (Business)	Core	15
FBP506	2/2	5	Film Budget Management 1	Option	15
FBP507	2/2	5	Monetising Your Film 1	Option	15
FBP508	2/2	5	Production Co-ordination & Management 1	Option	15
					(240)
Year 3					
COM601	3/1&2	6	Final Project	Spine	30
TBC	3/1	6	Pitch to Greenlight 3	Core	30
TBC	3/1	6	Creative Producing 2	Option	15
TBC	3/1	6	Intellectual Property & Closing The Deal 2	Option	15
TBC	3/1	6	Development, Financing & Distribution 2	Option	15
TBC	3/1	6	Film Budget Management 2	Option	15
TBC	3/1	6	Monetising Your Film 2	Option	15
TBC	3/1	6	Production Co-ordination & Management 2	Option	15
COM612	3/2	6	Professional Portfolio	Spine	15

TBC	3/2	6	Production & Distribution	Core	30
					(360)

Please note that the offering of option modules in individual colleges and in any given academic year will be subject to the availability of resources and sufficient student interest.

8. Higher Education Strategy

BIMM University is committed to providing high quality teaching and support for its students by addressing the differentiated needs of individual learners and ensures that all students have equal and fair access to learning resources. All learning and teaching approaches adopted by BIMM University are flexible, student-centred, diverse and appropriate to the skills and needs of individual students.

In order to provide relevant, diverse, quality learning experiences, the course implements the BIMM University Higher Education Strategy. This allows us to create inclusive, engaging learning activities that can address diverse learning and teaching styles, foster the culture of a learning community and, through the outcomes, enable students to develop their own creative identity. This aims to help build students capacity to be innovative in dealing with obstacles set by the professional demands of the industry.

For more information see [BIMM University's Higher Education Strategy](#).

9. Assessment

BIMM University is committed to the development of reflective and entrepreneurial practitioners in music, and the emphasis on professional development is also reflected in the diet of assessment. For more information see our [Undergraduate Academic Regulations](#).

BIMM University is deeply connected to the wider creative industries, and the design of the curriculum and the assessment of learning outcomes is guided by this principle. Assessment design aims to echo 'real world' commercial briefs and scenarios alongside the academic skills of research, analysis and critique required for a qualification at this level.

Assessment Types

Regular formative and summative assessment will be used to inform day-to-day learning and teaching and future staff development.

1. Summative assessment

Diverse forms of assessment such as discussion, presentation, case study, essay, critical report, reflective video, software projects, installations, audio files, practical and performances provide students with the opportunity to fully explore the module learning outcomes, and addressing the grading criteria within realistic, industry relevant scenarios.

To make assessment explicit to both students and assessors, components of assessments are weighted where appropriate and where the whole portfolio piece of work contributes to the overall grade a holistic approach to assessment is implemented. Where there are separate learning outcomes assessed, they are split into smaller assessments, weighted correspondingly.

2. Formative assessment

Formative assessment is developmental and provided via in-class activities. This is an informal type of assessment, and it can provide a fun, safe and non-judgemental scenario for students to evaluate their own knowledge. The use of assessment for learning by tutors, along with the use of peer and self-assessment is encouraged for students. When portfolios are being developed, the implementation of Pebble Pad is an excellent example of formative, portfolio-based pedagogy, which leads on to blended learning strategies.

Full Details are in our [Student Assessment Handbook](#).

The assessment calendars for each year of this course are as listed further in this document.

10.1 Assessment Calendars: Year 1 (Level 4)

Year 1: Semester 1 Assessment Calendar

	Module Titles			
Semester 1 weeks:	COM411 - The Creative Industries (Spine)	FBP411 - Pitch to Greenlight - Film (Core)	FBP402 - Production Processes (Core)	FBP403 - Distribution to Franchise (Core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio 20 hours of project work (100%)	A1: Pitch Presentation & Report - 1200 words (report) & 10-minute pitch (100%)		A1: Presentation + Production Portfolio Presentation 10 mins + Production portfolio - 1500 words or equivalent (100%)
14			A1: Production portfolio & Short Filmed Outcome - 5 min filmed outcome + production portfolio - 2000 words or equivalent (100%)	
15				

Year 1: Semester 2 Assessment Calendar

	Module Titles			
Semester 2 weeks:	COM412 - The Creative Industries and You (Spine)	FBP404 - Film Business Evolution (Core)	FBP405 - Entrepreneurial Mindset 1 (Core)	FBP416 - Pitch to Greenlight - Episodic Content (Core)
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13	A1: Assessment Portfolio 20 hours of project work (100%)		A1: Production Portfolio + Digital Presentation 1500 words or equivalent + 10 minutes (100%)	
14		A1: Research Portfolio + Report 1500 words or equivalent + 1200 words (100%)		A1: Development Portfolio & Presentation 2,500 words or equivalent & 10-minute presentation (100%)
15				

10.2 Assessment Calendars: Year 2 (Level 5)

Year 2 Semester 1 Assessment Calendar

	Module Titles				
Semester 1 weeks:	COM521 - Defining Your Practice in Context (Spine)	FBP508 - Entrepreneurial Mindset 2 (Core)	FBP502 - Creative Producing 1 (Option)	FBP503 - Development, Financing and Distribution 1 (Option)	FBP504 - Intellectual Property & Closing the Deal 1 (Option)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13		A1: Project Plan & Presentation (Project Plan 2000 words or equivalent visual & written evaluation) Presentation 3 minutes maximum (100%)			
14	A1: Research Case Study 3000 words or 20-min narrated presentation (100%)		A1: Industry Report and Presentation 1800 Words and 10 mins presentation (100%)	A1: Industry Report & Presentation Industry Report 1500 words Presentation 10 mins (100%)	A1: Report and Presentation 1300 words and 10 mins (100%)
15					

Year 2: Semester 2 Assessment Calendar

	Module Titles				
Semester 2 weeks:	COM522 - Exploring Your Practice Through Collaboration (Spine)	FBP505 - Short Film (Business) (Core)	FBP506 - Film Budget Management 1 (Option)	FBP507 - Monetising Your Film 1 (Option)	FBP508 - Production Co-ordination & Management 1 (Option)
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13	A1: (Process) Portfolio Assets equivalent to at least 25 hours of project work (100%)		A1: Report and Presentation 1500 words and 10 mins (100%)	A1: Presentation and Report 5 mins and 1200 words (100%)	A1: Report + Presentation 1500 Words + 5-minute presentation (100%)
14		A1: Production Portfolio & Presentation Production Portfolio 2000 words or equivalent Presentation 10 mins (100%)			
15					

11.1 Learning Outcomes: Year 1 (Level 4)

Setting. Able to:

- A1. Work in response to guidelines and supervision to establish a base of key film business and entrepreneurial skills

Knowledge and Understanding. Able to:

- B1. Explore the relationships between business, technical and creative roles within the context of making various forms of filmed content.
- B2. Identify the key tasks and responsibilities of a range of film production roles.

Cognitive skills. Able to:

- C1. Select and utilise information from established sources and identify theories to support aspects of practical and conceptual film business and entrepreneurship.
- C2. Use established methods of judgment to navigate the developmental, pre-production, production, post-production and distribution processes of filmed content making.

Performance & Practice. Able to:

- D1. Demonstrate understanding of good professional practice when applying film business and entrepreneurial skills.
- D2. Undertake key production and financial roles and responsibilities in the process of creating commercial moving image production.
- D3. Work collaboratively, applying industry standard approaches to teamwork in specified contexts.
- D4. Discuss key ethical and professional practice issues for meeting sound expectations of a developing practitioner.

Personal & enabling skills. Able to:

- E1. Set and communicate clear and realistic goals in a range of basic production settings and identify challenges to achieving success.
- E2. Reflect on strengths and weaknesses in various production outputs and the approaches taken to achieving them.

11.2 Learning Outcomes: Year 2 (Level 5)

Setting. Able to:

- A1. Work with limited supervision in a variety of production and other film business roles to resolve tensions between creative aspiration and financial feasibility

Knowledge and Understanding. Able to:

- B1. Acknowledge the value of key theories, concepts and frameworks for interrogating and interpreting film and media products and practices.

Cognitive skills. Able to:

- C1. From a range of conceptual and practical ideas synthesise the development of financially viable film production outputs in circumstances of varied complexity.
- C2. Analyse the relationships between a range of conceptual and theoretical perspectives to address the complexities of interpreting film and media.
- C3. Evaluate the impact and influence of key cultural, societal, political and economic issues in relation to film business decision-making.

Performance & Practice. Able to:

- D1. Apply established production techniques and approaches within specified and predetermined resource limitations to construct viable and competent outputs.
- D2. Apply a variety of production methods and financial solutions for achieving practical outputs and conceptual clarity in film.
- D3. Collaborate with others to negotiate creative and technical aspirations in the making of film content at various stages of the production cycle, recognising and resolving conflict to deliver against realistic expectations.
- D4. Consider ethical and organisational standards and expectations in relation to specified business and production roles.

Personal & enabling skills. Able to:

- E1. Set and communicate clear and realistic goals in a range of production settings and identify challenges to achieving success.
- E2. Critically reflect on strengths and weaknesses in production outputs and the approaches taken to achieving them.

11.3 Learning Outcomes: Year 3 (Level 6)

Setting. Able to:

- A1. Conceptualise and realise filmmaking work in a range of complex and unpredictable contexts, acknowledging both recognised and emerging trends in the field of filmed content production
- A2. Take accountability for the application and impact of film production in a range of autonomous and prescribed project settings

Knowledge and Understanding. Able to:

- B1. Apply relevant legal and financial considerations to the process of producing filmed content.
- B2. Engage critically with major thinkers and debates which contextualise and influence contemporary filmmaking
- B3. Conduct systematic and independent enquiry into contemporary moving image development production and distribution processes, articulating a critical awareness of the reciprocity of theory and practice

Cognitive skills. Able to:

- C1. Make decisions and propose solutions in response to the complex business demands of emerging media and technology markets; critically evaluating the effectiveness of choices and approaches.
- C2. Synthesise concepts and information from the critical and contextual aspects of film business practice and theory, to support the realisation and resolution of film production craft.
- C3. Critically analyse complex concepts and arguments, communicating an appreciation for the uncertainty of knowledge.

Performance & Practice. Able to:

- D1. Synthesise a range of film production techniques to devise responses to complex briefs and circumstances, in line with established industry standards.
- D2. Act with autonomy to determine the selection and application of business and production specialisms to meet the needs of a production for a range of different audiences and collaborators.
- D3. Support the creation of conceptually coherent film work for a variety of media platforms and contexts, demonstrating understanding of how to attain and increase commercial viability.
- D4. Produce film in response to the constraints and requirements of commissioning and funding structures of the filmmaking industry.
- D5. Take accountability for managing the complexities, variables and contingencies when actioning a range of film production approaches

Personal & enabling skills. Able to:

- E1. Apply project-specific leadership and collaborative competencies when working with others to manage the variables and contingencies of a range of film production approaches.
- E2. Use skills of emotional intelligence to negotiate, resolve conflict and work effectively with others in professional environment.
- E3. Critically self-assess the processes and outputs of your practice and make judgements on how these approaches were taken
- E4. Communicate and present coherent ideas and information using verbal, visual and written forms, utilising appropriate technology to a range of specialised and non-specialised audience.