

2019.HS

| <b>Module Name: Film and the Film Industry</b>              |   |  |  |
|---|---|--|--|
| Module Code   | w.BA.XX.2FuF.XX   |  |  |
| Module Description  | Students study film as an economic phenomenon and medium of communication. They analyze the elements of the value chain of films (script - producer - director - casting - sales/rentals - audience). The module may cover films with a business theme (e.g., "Wall Street") or films with an economic purpose (e.g., commercials). The focus is on the analysis of the success factors of a film's content and format with regard to its target audience and objectives.   |  |  |
| Program and Specialization                                  | <ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PIE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>  |  |  |
| Legal Framework   | Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009  |  |  |
| Module Category   | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b><br/>Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b><br/>Main Study Period</td> </tr> </table>  | <b>Module Type:</b><br>Compulsory Elective | <b>Program Phase:</b><br>Main Study Period |
| <b>Module Type:</b><br>Compulsory Elective                  | <b>Program Phase:</b><br>Main Study Period  |  |  |
| ECTS  | 3   |  |  |
| Organizational Unit   | W Komm. & Mathem. in W&R Ltg.   |  |  |
| Module Coordinator  | Veronika Huebl (hueb)   |  |  |
| Deputy Module Coordinator                                   | Alexander Estis (esti)  |  |  |
| Prerequisite Knowledge                                      | -   |  |  |
| Contribution to Program Learning Goals (Affected by Module) | <ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>  |  |  |
| Contribution to Program Learning Objectives                 | <ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul> |  |  |
| Module Learning Objectives                                  | <p>Students...</p> <ul style="list-style-type: none"> <li>§ recognize films as an economic phenomenon and mediums of communication.</li> <li>§ analyze the elements of the value chain of a film (script - producer - director - casting - sales - audience) and the film business (movie theaters, festivals, promotions, and merchandizing).</li> <li>§ also analyze the success factors for content and format with regard to the target audience and objectives of a film and within the context of film history.</li> <li>§ recognize and distinguish between different film genres and objectives to be achieved, as well as how films are designed from a cineastic perspective</li> </ul>   |  |  |

|                                     |  |  |                              |
|-------------------------------------|--|--|------------------------------|
| Module Content                      | § Film history, historical-technical requirements<br>§ Stages and players of film productions; value chain<br>§ Film esthetics, exemplary analysis<br>§ Genres and their objectives (influencing, educational, etc.)<br>§ Economics in films<br>§ Film festivals and film awards<br>§ Film financing - subsidies; self-financed and independent productions<br>§ Political aspects (economic and cultural) |  |                              |
| Links to other modules              | -  |  |                              |
| Methods of Instruction              | § Lecture<br>§ Interactive Instruction<br>§ Case Studies<br>§ Project Work<br>§ Explorative Learning<br>§ Literature Review  | <b>Social Settings Used:</b><br>§ Individual Work<br>§ Pair Work<br>§ Group Work |                              |
| Digital Resources                   | § Reader<br>§ Teaching Videos<br>§ Case Studies (with Key)   |  |                              |
| Type of Instruction                 | <b>Classroom Instruction</b>   | <b>Guided Self-Study</b>   | <b>Autonomous Self-Study</b> |
| Large Class                         | -  | -  |                              |
| Small Class                         | 28 h   | 32 h   |                              |
| Group Instruction                   | -  | -  |                              |
| Practical Work                      | -  | -  |                              |
| Seminar                             | -  | -  |                              |
| <b>Total</b>                        | <b>28 h</b>  | <b>32 h</b>  |                              |
| Performance Assessment              |  |  |                              |
| <b>End-of-module exam</b>           | <b>Form</b>  | <b>Length (min.)</b>   | <b>Weighting</b>             |
| -                                   | -  | -  | -                            |
| <b>Permitted Resources</b>          | -  |  |                              |
|                                     |  |  |                              |
| <b>Others</b>                       | <b>Assessment</b>  | <b>Length (min.)</b>   | <b>Weighting</b>             |
| Talk/oral presentation              | Pass/Fail  | 60   | -                            |
| Written Assignment                  | Grade  | -  | 100,00 %                     |
| Classroom Attendance Requirement    | -  |  |                              |
| Language of Instruction/Examination | German   |  |                              |
| Compulsory Reading                  | § Faulstich, W. (2013). Grundkurs Filmanalyse. Paderborn: Fink. ISBN 978-3825239169.<br>§ Faulstich, W. (2005). Filmgeschichte. Paderborn: Fink. ISBN 978-3825226381.  |  |                              |
| Recommended Reading                 | -  |  |                              |
| Comments                            | -  |  |                              |