Final award	MA
Programme title	International Film Business
Programme code	PTA1EGLEGL13
NQF Level	7 (Masters)
Academic year(s)	2014/5
College(s)	College of Humanities (CHUM)

Basic Details

Campus	Streatham (Exeter)
Programme start date	09/2014
Partner Institution	UEBS
UCAS Code	N/A

Description

Academic Description

The world class graduate degree that puts you right inside the international film business

The MA Independent Film Business unites the London Film School, the world's key postgraduate filmmaking school, with the University of Exeter's Film department and Business School. The marriage brings together unique film production and market expertise and exceptional research and teaching on film culture and history. This MA combines high level teaching skills with a unique practitioner-driven industry access program, providing students with the key business tools and contacts needed to build a career in film.

Unlike existing film-related degrees, this new MA explores the entire film business, embracing world and national cinema(s), non-Hollywood independent film production, financing, sales, distribution and marketing, alongside programming, exhibition and digital strategies for the future.

The ambitious team behind the MAIFB is dedicated to training a new generation of both producers and executives that will bring both excellence and innovation into the film industry beyond Hollywood. By analyzing the horizontal and vertical structures that shape the film industry, in tandem with changing patterns of users and digital technology, this course explores both the existing international film industry while also embracing the current high levels of disruption and restructuring.

Taught in London and the South-West, the MAIFB includes a networking placement program; industry mentoring supported by an advisory committee of leading UK and European film industry professionals; a research trip to the Berlin Film Festival; and an opportunity to work on an LFS graduation film as a producer.

Marketing Description

The world-class graduate degree that puts you right inside the international film business.

The MA International Film Business unites the [London Film School](#), the world's key postgraduate filmmaking school, with the University of Exeter's Film department and Business School. The partnership brings together unique film production and market expertise and exceptional research and teaching on film culture and history. This MA combines high level teaching skills with a unique practitioner-driven industry access programme, providing students with the key business tools and contacts needed to build a career in film.

Unlike existing film-related degrees, this new MA explores the entire film business, embracing world and national cinema(s), non-Hollywood independent film production, financing, sales, distribution and marketing, alongside programming, exhibition and digital strategies for the future.

The ambitious team behind the MA is dedicated to training a new generation of producers and executives that brings both excellence and innovation into the film industry beyond Hollywood. By analysing the horizontal and vertical structures that shape the film industry, in tandem with changing patterns of users and digital technology, this programme explores both the existing international film industry while also embracing the current high levels of disruption and restructuring.

Taught in London and the South-West, the programme includes a networking placement; industry mentoring supported by an advisory committee of leading UK and European film industry professionals; a research trip to the Berlin Film Festival; and an opportunity to work on an London Film School graduation film as a producer.

Abstract

Trains you to become an innovative producer or executive in non-studio filmmaking. Taught by leading academics and expert practitioners at the renowned London Film School in Covent Garden. Learn about the independent film industry of the 21st century, its practice, history, structure, innovations and challenges. Equips you with the business, production, financial and programming knowledge for a successful career in the international film business. Split site study between London and Exeter.

Educational Aims

Educational aims

The programme offers a precisely designed, stimulating curriculum, combining academic study with the acquisition and development of practical skills applicable to a career in independent film business. It aims to develop an excellent overall understanding of independent film business in the UK, the US, and, more generally, worldwide. Specific programme aims are:

1. To offer you specialised training in international film business developing your technical and professional skills.

2. To involve you in a dual campus teaching programme with highly detailed coverage, content, and methodology.

3. To develop your current skill set to facilitate professional development, including technical competence, business and management models, and the legal and ethical principles involved in international film production.

4. To develop your professional and research abilities and your understanding of the relationship between conceptual tools, theoretical framework and practical approaches.

5. To engage you imaginatively in the process of understanding and analysing issues in film business.

6. To provide an intellectually stimulating and satisfying experience of learning and studying, whilst encouraging a critical awareness of this distinctive subject area.

7. To develop your awareness of key issues and debates in international film, and to equip you with the skills necessary to engage in these issues creatively.

Programme Structure

The programme is divided into units of study called 'modules' which are assigned a number of 'credits'. The credit rating of a module is proportional to the total workload, with 1 credit being nominally equivalent to 10 hours of work.

Number of Stages	1
Study Mode	Full Time
Programme duration	1 Year
Interim awards	PGCert

Programme structure additional information

Your programme is a one year full time programme of study at National Qualification Framework NQF level 7 (as confirmed against the FHEQ). The programme is divided into units of study called 'modules' which are assigned a number of 'credits'. The credit rating of a module is proportional to the total workload, with 1 credit being nominally equivalent to 10 hours of work.

Term 1: University of Exeter

The first term is taught at the University of Exeter by leading film and business academics, where you will have access to world-class university resources and facilities (including the renowned Bill Douglas Cinema Museum. You will undertake a global survey of international film production, distribution and exhibition strategies and trends, and study business strategy, accounting and finance, intellectual property and entertainment economics.

Terms 2 & 3: London Film School

Terms two and three are taught by expert tutors and practitioners at the renowned London Film School in Covent Garden. You'll study the entertainment value chain through seminars delivered by school staff and industry professionals, and a further series of intensive full-day seminars exploring film business innovation will lead into a final project, guided by staff and your industry mentor. This individual or group-based project will reflect the practical application of independent filmmaking, delivery or curating, based on elements studied in previous modules.

Berlin International Film Festival field trip

The MA includes a trip to the Berlin International Film Festival, one of the leading world cinema events in the international film calendar. Combining a major festival programme, a European film market and a host of training and educational initiatives, attending this event will provide a window on the working practices of the international film industry.

Interim Awards

After successful completion of 60 Masters level credits, you are eligible for a Postgraduate Certificate in International Film Business. After successful completion of 120 Masters level credits, you are eligible for a Postgraduate Diploma in International Film Business.

Programme modules

Programme modules

The following tables describe the programme and constituent modules. Constituent modules may be updated, deleted or replaced as a consequence of the annual programme review of this programme. Details of the modules currently offered may be obtained from the College web site

You may take option modules as long as any necessary prerequisites have been satisfied, where the timetable allows and if you have not already taken the module in question or an equivalent module. Descriptions of the individual modules are given in full on the College web site.

Four compulsory modules plus dissertation/final project:

Term one (taught at Exeter campus)

1. Business Skills and Concepts for Independent Film
2. Distribution and Markets

Term two (taught at London Film School, Covent Garden)

3. The Entertainment Value Chain
4. Models of Innovation

Term three (based at LFS but with planned visits to the University of Exeter for supervision and/or MA dissertation conference).

5. Dissertation/Dissertation project

URL for further module information

Detailed descriptions of the modules currently offered may be obtained from the College of Humanities or London Film School websites:

https://intranet.exeter.ac.uk/humanities/studying/postgraduatetaught/

http://lfs.org.uk/full-time-study/ma-international-film-business

Stage 1 overview

CODE	TITLE	CREDITS	COMPULSORY	NONCO
BEMM127	Business Skills and Concepts for Independent Film	30	Y	N
EAFM200	Distribution and Markets	30	Y	N
EAFM201	The Entertainment Value Chain	30	Y	N
EAFM202	Models of Innovation	30	Y	N
EAFM203	Dissertation	60	Y*	Y
EAFM204	Dissertation Project	60	Y*	Y

*Please note: you should take **either** EAFM203 Dissertation **or** EAFM204 Dissertation Project

Stage 1 compulsory modules

Module	Credits	Non-condonable?
Business Skills and Concepts for Independent Film (BEMM127)	30	No
Distribution and Markets (EAFM200)	30	No

The Entertainment Value Chain (EAFM201)	30	No
Models of Innovation (EAFM202)	30	Yes
Dissertation (EAFM203) EAFM203 or EAFM204 are taken	60	No
Dissertation project (EAFM204) EAFM203 or EAFM204 are taken	60	No

It should be noted that this programme has no room for modularity as all 150 credits of modules are currently compulsory.

Total credits for stage 1	180

Regulations

Maximum number of credits that a student should normally take in one term	60
Maximum number of credits that a student should normally take at stage 1	180
Pass mark for award of credit in any one module (%)	50
Classification	

The marking of modules and the classification of awards broadly corresponds to the following percentage marks:

Undergraduate Degrees	Postgraduate Degrees
Class I 70% +	Distinction 70%+
Class II Division I 60-69%	Merit 60-69%
Class II Division II 50-59%	Pass 50-59%
Class III 40-49%	

Full details of assessment regulations for UG programmes (
http://admin.exeter.ac.uk/academic/tls/tqa/Part%208/8Eugexams2.pdf) and PGT programmes (
http://admin.exeter.ac.uk/academic/tls/tqa/Part%208/8Gpgtcrit1.pdf) assessment regulations can be found in the Teaching Quality Assurance Manual (TQA) on the University of Exeter website. Generic marking criteria are also published here. (
http://admin.exeter.ac.uk/academic/tls/tqa/Part%208/8T%20Generic%20Assessment%20Criteria.pdf)

Please see the Teaching and Quality Assurance Manual for further guidance.
http://as.exeter.ac.uk/support/admin/staff/qualityassuranceandmonitoring/tqamanual/fullcontents

Programme Outcomes Linked to Teaching, Learning & Assessment Methods

A: Specialised Subject Skills and Knowledge
On successfully completing the programme you will be able to:

1. Demonstrate a critical understanding of key/current debates in independent film business
2. Understand key issues which have a bearing on independent film business in the UK, US, and more generally worldwide.
3. Understand a variety of critical and professional approaches to the business of independent film.
4. Develop and enhance practical and technical skills in the business of independent film.
5. Demonstrate an understanding of professional business tools applicable to independent film, including management and advertising models, and legal and ethical frameworks.

A: Learning and Teaching Activities (in/out of

class)

A1-5 are requirements of all modules. They are introduced and developed through the core modules and in particular the dissertation. Teaching methods and strategies are seminars involving group discussion, individual and group presentations, and individual written assignments.

A: Assessment Methods

Acquisition of these skills is assessed through written assignments and the dissertation.

B: Academic Discipline Core Skills and Knowledge
On successfully completing the programme you will be able to:

1. Think independently at an advanced level.
2. Plan work efficiently to achieve realistic goals within constrained time frames.
3. Construct and defend a sustained and sophisticated argument, both in written form and orally, using sophisticated primary and secondary materials.
4. Work as an individual on challenging material.
5. Work as part of a team in an independent, constructive and responsive way.
6. Develop or enhance practical and technical skills in the subject area.

B: Learning and Teaching Activities (in/out of class)

1-4 are core requirements of all modules and especially the dissertation.
5 is developed through seminar work.
6 is developed throughout the programme but particularly through work on the dissertation.

B: Assessment Methods

1-4 are assessed through written assignments and the dissertation.
5 is reflected in seminar work and presentations.
6 is reflected in the dissertation.

C: Personal/ Transferable/ Employment Skills and Knowledge
On successfully completing the programme you will be able to:

1. Apply advanced literacy and communication skills in appropriate contexts including the ability to present sustained and persuasive written and oral arguments.
2. Analyze and critically examine diverse forms of material, both textual and visual.
3. Acquire and interrelate substantial quantities of complex information of diverse kinds, in a structured and systematic way, and involving the use of the distinctive methodological and interpretative skills of the subject areas.
4. Apply research skills for the retrieval of material, and develop the ability to gather, sift and organize this material independently and critically, evaluating its significance.
5. Interrogate and apply a variety of theoretical positions, and weigh the importance of alternative perspectives in a critical and self-reflective manner.
6. Exercise independent thought and judgment.
7. Engage with others through the presentation of ideas and information in groups, and work towards the collective negotiation of solutions.
8. Plan and execute written and other forms of project-work over both short and long timescales.
9. Complete tasks under time-constrained conditions and effectively manage deadlines and targets.
10. Employ information-technology skills, including the ability to access and assess electronic data via the internet and through other forms of interactive media.
11. Adapt and transfer the critical methods of the disciplines into unfamiliar contexts, including a variety of working environments.

C: Learning and Teaching Activities (in/out of class)

Personal and key skills are delivered through all modules, and developed in lectures, workshops, study groups, tutorials, work experience and other learning activities throughout the programme.

The assessment of these skills is through a combination of presentations and participation in seminars, log-books, web-based assessments, essays, exams, other written reports/projects, and a dissertation.

Outcomes C1-6 are also strongly developed in the course of the portfolio of assessed essays and other written work produced throughout the programme. These assessments work on the principle of offering formative feedback to support the development of your written work within as well as between modules. Feedback on one assignment is intended to inform the next piece of work you undertake on the module; the next piece of work on the programme, or the future learning of graduates.

Outcome C7 is associated especially with the range of group presentations taking place in modules on the programme. Group presentation assessment brings into focus an important range of skills for students, including sharing workloads, responsibility for tasks, team-working, collaborative and communicative skills. Individual contributions to group work are also assessed individually, most often in the form of a reflective presentation report.

C8-10 are also accomplished in the course of 'real-time' formal assessments such as presentations and end of module exams, which occur through the programme.

Admissions Criteria

Admissions Criteria

All applications are considered individually on merit. The University is committed to an equal opportunities policy with respect to gender, age, race, sexual orientation and/or disability when dealing with applications. It is also committed to widening access to higher education to students from a diverse range of backgrounds and experience.

Candidates must satisfy the general admissions requirements of the University of Exeter. (http://www.exeter.ac.uk/undergraduate/applications/index.html)

Support for Students and Students Learning

College Support for Students and Student Learning

Exeter has unique resources which make it ideally positioned to support the advanced study of film. The Bill Douglas Cinema Museum for the History of Cinema and Popular Culture holds a wide ranging collection of more than 70,000 film related artefacts. The collection is accessible for all postgraduates to use as a research and study resource. Housed in the University's state-of-the-art study facility, the Research Commons, the diverse collection includes objects relating to the history of the moving image. These include optical toys, magic lantern slides, a Lumière cinematograph; film publicity such as posters from

the Hollywood era to contemporary film; material on film stars such as Charlie Chaplin, Marilyn Monroe and Audrey Hepburn; and material on animation, particularly Disney films. Many of our film modules exploit these resources giving students a highly distinctive and valuable experience of studying and researching film using primary materials, documents and artefacts.

The main library also has significant holdings in the area of film studies including books, journals and more than 10,000 films and television programmes on videotape and DVD. Our Audio-Visual collection in the University library comprises over 12,000 film titles, in addition to books and recordings of American music of all kinds.

University Support for Students and Student Learning

The following units at the University of Exeter between them provide a wide range of student support services:

- **Student Counselling Service** - available free of charge to all students, to provide confidential help and support. http://www.exeter.ac.uk/cornwall/support/counselling/
- **Study Skills Service** - can provide one-to-one guidance and information on all aspects of academic study and skills http://www.exeter.ac.uk/cornwall/support/ask/
- **Nursery (Wood Lane campus)** provides high quality care and education for early-years children of students and staff. http://www.exeter.ac.uk/cornwall/support/childcare/
- **Student Advice Centre** (Guild of Students) The University of Exeter Students' Guild is the students' union of the University of Exeter http://www.exeter.ac.uk/cornwall/support/fxu/
- **Student complaints** procedure http://admin.exeter.ac.uk/calendar/live/taught/complaints.htm
- **Multi-Faith Chaplaincy** - here to support and encourage students from Christian and non-Christian faiths http://www.exeter.ac.uk/cornwall/support/chaplaincy/
- **The International Student Support Office** supports non UK students across all University of Exeter campuses. http://www.exeter.ac.uk/cornwall/support/international/
- **INTO University of Exeter** partnership provides English Language and other preparatory courses for international students. http://centres.exeter.ac.uk/into/index.php?page=1
- **AccessAbility Resources**: The University is committed to supporting disabled students, staff and visitors on all its campuses. The Accessibility Service on the Cornwall Campus (at Tremough and Woodlane) aims to provide advice, guidance, signposting to other services and, in some cases, face-to-face assistance. Should students with mobility or health disabilities want to undertake the fieldwork module, then reasonable adjustments and/or alternative assessment can be considered. http://as.exeter.ac.uk/support/disability/cornwall/
- **Falmouth & Exeter Student Union (FXU)** http://www.fxu.org.uk/
- **Student Health & Wellbeing** http://www.fxu.org.uk/content/209175/welfare/student_wellbeing/
- **Employability and Graduate Development** has over 40 staff working to help you improve your chances of getting a great job after you graduate. They provide expert advice to enable you to plan your future, through guidance interviews, psychometric testing, employer presentations, skills events, practice job interviews and CV preparation. http://www.exeter.ac.uk/employability/
- **International Office** http://www.exeter.ac.uk/international/

Indicators of Quality Standards

Indicators of Quality and Standards

The annual produced Performance Indicator Dataset details admission, progression, completion and first career destination data, including comparisons over a five-year timespan.

Methods for evaluating and Improving Quality Standards

The University and its constituent Colleges draw on a range of data to review the quality of educational provision. The College documents the performance in each of its taught programmes, against a range of criteria on an annual basis through the Annual Programme Monitoring cycle:

- Admissions, progression and completion data
- In Year Analysis data
- Previous monitoring report

- Monitoring of core (and optional) modules
- External examiner's reports and University and College responses (reported to SSLC)
- Any Professional, Statutory and Regulatory Body/accrediting body or other external reports
- Consultation with employers and former students
- Staff evaluation
- Student evaluation
- Programme aims

Subject areas are reviewed every four years through a periodic subject review scheme that includes external contributions. (http://admin.exeter.ac.uk/academic/tls/tqa/Part%209/9JREVISEDPSRSCHEME.pdf)

Regulation of Assessment and Academic Standards

Each academic programme in the University is subject to an agreed College assessment and marking strategy, underpinned by institution-wide assessment procedures.

The security of assessment and academic standards is further supported through the appointment of External Examiners for each programme. External Examiners have access to draft papers, course work and examination scripts. They are required to attend the Board of Examiners and to provide an annual report. Annual External Examiner reports are monitored at both College and University level. Their responsibilities are described in the University's code of practice. See the University's TQA Manual for details.

(http://as.exeter.ac.uk/support/admin/staff/qualityassuranceandmonitoring/tqamanual/fullcontents/)

Other Details

Awarding Institution	University of Exeter
CATS Credits	180
ECTS Credit	90
QAA Subject Benchmarking Group	[Honours] Communication, media, film and cultural studies

Revision dates

Origin Date	11/07/2013
Date of Last Revision	15/05/2014