MODULE OVERVIEW

MODULE OVERVIEW - 1. AND 2. SEMESTER (ALL STUDENTS)

1: European Film & TV Business: Economic Framework

Economic Framework: Europe, Key Markets
Market Dynamics, Technologies, Innovations
Content Creation and Development Basics
Media Policies
Public Funding I

2: European Film & TV Business: Legal Framework

Legal Framework: Europe, Key Markets
Introduction to Public Law and Civil Law
Relevant Aspects of Media, Copyright, IP, Entertainment and Tax Law
Fundamentals of Data and Privacy Protection

3: Managing (in) Organizations

Essentials of Organization and Management
Resource Management (Teams, Time et. al.)
Fundamentals of Project Management and Quality Assurance

4: Contracting Fundamentals

Lifespan and Exploitation of A/V Works
Fundamentals of Contract and Licensing Law
Contracts Throughout the Value Chain
International Rights Clearance
Contract Controlling

5: Solving the Financing Puzzle

Financing Essentials: Costs and Revenues, Business and Revenue Models
Public Funding II
Corporate and Project Accounting

6: Leadership and Communication

Fundamentals of Professional Communication and Business Psychology
Negotiation and Conflict Management
Leadership in Creative Companies
Creative and Transformational Leadership

MODULE OVERVIEW - 2. SEMESTER (MBA STUDENTS)

7 (MBA): Shaping Executive Strategies

Strategic Planning
Strategy Development, Implementation and Control
Business Development
Entrepreneurship in Film&TV
Managing Innovation
Change Management

8 (MBA): Contemporary Economics

Contemporary Economics in Film and TV
Corporate Finance and Investment
M&A: Business Introduction

9 (MBA): Reaching Audiences

Creative Content Framework
Marketing Strategies, Tools and Management
Audience Research, Design and Development
Distribution (incl. D2C)

MBA: Elective Module

Select one out of modules 10, 11 or 12

MODULE OVERVIEW - 2. SEMESTER (LL.M. STUDENTS)

10 (LL.M.): European Business Law

Business Law in Key Markets
IP and Trademark Law
Competition Law
Procedural Law
Employment Law
European Broadcasting Law
M&A: Legal Introduction

11 (LL.M.): Legal Dispute Resolution

Contract Execution
Mediation, Arbitration, Legal Proceedings
Renegotiation
Litigation PR
Negotiation and Conflict Management II

12 (LL.M.): Data and Technology Law

IT & Cyber Law
AI: Legal and Ethical Aspects
VR, AR, arising technologies
Data Security and Data Protection Law

LL.M.: Elective Module

Select one out of modules 7, 8 or 9