

1.	Field of study	Creative management in new media
2.	Faculty	Krzysztof Kieślowski Film School
3.	Academic year of entry	2020/2021 (winter term), 2021/2022 (winter term)
4.	Level of qualifications/degree	second-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Module: Multimedia project budgeting

Module code: 09-ZN-S2-BPM

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
BPM_1	Student has basic knowledge of accounting, as well as about the types of costs used in media projects.	K_W06	5
BPM_2	Student is able to plan the costs of a media venture and knows the impact of the budget on the quality of his project.	K_W07	4
BPM_3	Student has the ability to negotiate rates, assume potential underestimation in the budget, professional budgeting of his project.	K_U05	4
BPM_4	Student has the ability to navigate in the sphere of accounting and accounting, as well as work with the planned budget.	K_U07	5
BPM_5	Student acquires awareness of what money is in a media project. He learns to spend money on the basis of a planned cost estimate.	K_K06	3
BPM_6	Student acquires responsibility for his plans, decisions and budget implementation.	K_K08	4

3. Module description	
Description	<p>The aim of this subject is to have skills, cost estimation, i.e. cost planning, for which everyone must be prepared starting their business in the media industry. As part of the course, the basics of cost estimation, usual rates, types of costs and their calculation will be presented. The aim of the module is to have knowledge of what is the component of each undertaking, planning and financial discipline. In addition to the sample cost estimate, the student must know more or less the market rates of performers and creators.</p> <p>The knowledge acquired in this subject will allow the student to analyze his business calmly, answer the question of the proportion of costs and revenues. Issues that will be addressed within the subject are planning, creating and approving the budget, as well as its subsequent control. They will allow students to monitor the performance of individual tasks and to exercise control over lower-level management.</p>
Prerequisites	Student should know basics of accountancy and MS Excel. He should know techniques of negotiations and interpersonal communication. He should be aware of potential threats in the multimedia project.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
BPM_w_1	Test	Message check in writing or orally involving the verification of the following competencies: ability to plan the cost of the project, the ability to spend and settle costs.	BPM_1, BPM_2
BPM_w_2	Continuous evaluation	Half-appraisal for the preparation of the planned budget and final budget for preparing the executive budget, the ratio of savings and non-transferability of the resulting budget to the planned one.	BPM_3, BPM_4, BPM_5, BPM_6

5. Forms of teaching						
code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
BPM_fs_1	lecture	An interactive lecture, within which elements of discussion, case study, game and creative thinking techniques will be introduced.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature.	15	BPM_w_1
BPM_fs_2	practical classes	Discussion, explanations and explanations, multimedia presentations, activating method or situational and didactic game, task method and analysis of the source material.	15	Self-realization of material sections indicated in the syllabus and analysis examples chosen by the lecturer, repetition and consolidation of knowledge, and skills acquired during classes.	15	BPM_w_2