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| 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: Funds raising and sponsoring

Module code: 09-ZN-S2-PSFIS

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) |
| PSFIS_1 | Student has knowledge of the principles of self-presentation, including freely moves in terms of communication with the client and business negotiations. | K_W05 | 4 |
| PSFIS_2 | Student has knowledge of business analysis. | K_W06 | 5 |
| PSFIS_3 | Student has the ability to communicate, courageously makes decisions, can bear the consequences of transactions. | K_U07 | 5 |
| PSFIS_4 | Student has negotiating skills, has the ability to raise funds, has the ability to freely move in filling basic forms. | K_U08 | 4 |
| PSFIS_5 | Student shows an attitude of co-responsibility for the results worked out together. | K_K05 | 3 |
| PSFIS_6 | Student is aware of the potential consequences of his financial decisions. | K_K08 | 4 |

3. Module description

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| Description | The aim of these classes is to provide knowledge about sources of fundraising broken down into EU, public, private and commercial sources. The student will also learn about the principles of the product placement and city placement cooperation. The student will learn the concept of sponsorship as a form of promotion. The aim will be to provide knowledge on how and which money to obtain, how to properly spend it and how to account for mutual benefits with financing entities. |
| Prerequisites | Student has to know the multimedia sector, be entrepreneurial and assertive. |

| 4. Assessment of the learning outcomes of the module | | | |
|--|-----------------------|---|------------------------------------|
| code | type | description | learning outcomes of the module |
| PSFIS_w_1 | Test | Written exam in the scope of presenting specific examples of sources of financing multimedia productions. | PSFIS_1, PSFIS_2 |
| PSFIS_w_2 | Continuous evaluation | The current evaluation of an individual student's work, which is the average of grades from tasks performed during the exercise, in accordance with the description of the verification method contained in the syllabus. The student will be tested on a specific example. The student will select any person from the group and in the oral form will present his knowledge about negotiating the acquisition of a given financial source. The student will present in the form of a multimedia presentation his sponsorship offer. | PSFIS_3, PSFIS_4, PSFIS_5, PSFIS_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 | |
| PSFIS_fs_1 | lecture | Lecture, multimedia presentation, discussion, working on examples. | 15 | Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material sections, including the subject literature. | 15 | |
| PSFIS_fs_2 | practical classes | Group work in conducting negotiations and examples of sponsoring packages. | 15 | Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course. | 15 | |