

Learning outcomes of the programme:

1.	Field of study	Film and TV Production Management
2.	Academic year of entry	2014/2015 (winter term)
3.	Level of qualifications/degree	second-cycle studies
4.	Degree profile	general academic

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the learning outcomes of the areas of education to which the learning outcome of the programme is related
KNOWLEDGE		
K_W01	Has knowledge of managerial techniques and knows managerial techniques and the rules for creating a business plan	A_W24, S2A_W11
K_W02	Has knowledge of the decision-making techniques	A_W24, S2A_W11
K_W03	Knows the marketing tools and techniques of film, TV broadcast and event promo	A_W23
K_W04	Has knowledge in the field of basic social communication rules and techniques	A_W19
K_W05	Has knowledge of the transformation of culture and art	A_W20
K_W06	Knows the genres of the contemporary cinema and its creators	A_W20, A_W21
K_W07	Has knowledge in the field of aesthetics of the contemporary audiovisual works	A_W21
K_W08	Has knowledge of national and international methods of financing audiovisual production	A_W23
K_W09	Knows the rules of cost estimation of the audiovisual projects, mass and artistic events	A_W23
K_W10	Has knowledge of legal aspects of audiovisual production, is familiar with the basics of copyright	A_W23
K_W11	Has knowledge of the international and Polish media law	A_W23
K_W12	Has broaden knowledge of the preparation of an audiovisual project	A_W18, A_W22
K_W13	Knows the rules of cooperation between the particular people creating film and television production groups	A_W21, A_W22
K_W14	Knows the organizational principles of production and supervision of the film and television projects or mass events	A_W22
SKILLS		
K_U01	Can create and prepare own or someone else's artistic concept	A_U26
K_U02	Skills necessary to play the role of the audiovisual works and mass events' producer and production manager	A_U29
K_U03	Has the skills necessary to perform management functions in media, cultural and artistic institutions and production teams	A_U28, A_U30
K_U04	Can arrange the course of the production of audiovisual, cultural and social projects	A_U28, A_U30
K_U05	Has the skills required for managing groups of people	A_U29
K_U06	Can construct the budget of the project and find the source of its funding	A_U30
K_U07	Has the ability to draw civil law and copyright contracts	A_U30
K_U08	Has the ability to develop assumptions of a promotional and advertising campaign	A_U30
K_U09	An analyze a production scenario and determine the basic parameters of an artistic project	A_U30
K_U10	Can negotiate the terms of cooperation with co-producers, investors and distributors	A_U30
K_U11	Can create a business plan of an audiovisual project and mass event	A_U30
K_U12	Has the ability to independently expand their knowledge in the field of the cours	A_U31
K_U13	Understands the main issues and directions of transformation of contemporary art	A_U28
K_U14	Can communicate with the crew and actors	A_U29
K_U15	Can separate the underlying trends in contemporary cinema	A_U26
K_U16	Has language skills, particularly in the field of film and television, as well as artistic disciplines integrated in the medium of film and television, in accordance with the requirements applicable to Level B2+ of Common European Framework of Reference for Languages	A_U33
K_U17	Has the ability to prepare an extensive written documentation of the project and present it verbally	A_U32, A_U34
K_U18	Has the ability to act flexibly depending on the change of external conditions	A_U30
SOCIAL COMPETENCES		
K_K01	Is able to play the role of a leader in an institution or a project	A_K05
K_K02	Has the ability to think creatively and fully identify with the project	A_K05

K_K03	Has a sense of responsibility for delegated financial and material resources, the subordinated crew members, as well as the artistic side of the project	A_K05
K_K04	Exhibits resistance to stress resulting from the nature of film and television production	A_K03
K_K05	Has the ability to establish contacts and acquire collaborators and investors	A_K05
K_K06	Is available and has a flexible approach to how to perform the tasks assigned	A_K02
K_K07	Is aware of the need to comply with legal and ethical standards related to the occupation	A_K05
K_K08	Is aware of the need to protect copyright	A_K06
K_K09	Understands the need for continuous education and improvement of professional qualifications	A_K01