

1. Field of study	Film and TV Production Management
2. Faculty	Krzysztof Kieślowski Film School
3. Academic year of entry	2021/2022 (winter term), 2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the second-order PRK characteristics to which the learning outcome of the programme is related
KNOWLEDGE		
K_W01	Student has the ability to use the basic principles of communication with the environment. Has knowledge of the types of television production, types of promotion and sales of an audiovisual material, financing of a given project, side aspects of a fictional film, managing own projects, financing a given project, rules of conducting business negotiations.	2018_P7S_WG
K_W02	Student is able to act as a television manager, has knowledge of the film production process, music and financial sector as well as self-presentation.	2018_dz.szt._P7S_WG
K_W03	Student knows and understands the basic concepts and principles of copyright and the need to manage intellectual property resources. Has in-depth knowledge of the specificity of terminology related to the issue of modern digital society and is able to independently define terms related to the topic discussed at the seminar.	2018_dz.szt._P7S_WG
K_W04	Student has knowledge of culture and art as well as the methodology of writing a thesis. Knows the methods and techniques necessary in the implementation of the task set by the topic of the thesis.	2018_dz.szt._P7S_WG
K_W05	Student knows management techniques and understands the importance of marketing in culture and business. Has the ability to use basic communication strategies. Knows the principles of preparing a business plan for projects, concepts in the field of social sciences and humanities regarding new media. Has a basic knowledge of social media. Identifies external and internal conditions for the development of microenterprises. Also has basic knowledge of sales techniques and tools as well as organizing and shaping relationships with partners in the negotiation process.	2018_P7S_WK
K_W06	Student has knowledge of decision-making techniques. Has ability to define the basic concepts of marketing, including marketing-mix, has the ability to list and discuss known models of media communication. Has knowledge of the diversity of cultural institutions and ways of managing them. Defines the goals and scope of social media activities in the audiovisual space as part of the production and promotion of a film or television operation, has knowledge about the negotiation process.	2018_P7S_WK
K_W07	Student knows the definition of creating short audiovisual forms. Has knowledge of the type of producer contracts. Knows the rules of financing an audiovisual work. Knows the rules of various forms of employment of subcontractors in film production and the tax systems in the audiovisual industry. Has extended knowledge of financing production from structural funds.	2018_P7S_WK
K_W08	Student has knowledge of the preparation of production contracts and the types of financial sources of audiovisual productions (public and private) in Poland. Knows the forms of civil law employment and has knowledge of estimated budgets, reports and final budgets. Has knowledge of the processes of planning, implementing and controlling the efficient and effective use of resources.	2018_P7S_WK
K_W09	Student is familiar with the phenomena and aesthetic tendencies occurring in the field of contemporary artistic and commercial cinema. Knows the principles of how film editing influences the type of story, as well as the techniques of combining image with music. Has knowledge of basic directing techniques and knows the terminology of activities related to image and sound post-production.	2018_dz.szt._P7S_WG
K_W10	Student is familiar with the nature and scope of aesthetic and technological transformations in the field of contemporary audiovisual materials. Has knowledge of how to tell a given story with editing and knows the technical basics of an editor's work. Recognizes the relationship between theory and practice of cooperation with an actor. Has the knowledge of how to effectively communicate and plan the stages of image and sound post-production depending on the type of film material.	2018_dz.szt._P7S_WG

K_W11	Student knows the principles of the management of film and television production process and the basic principles of the concept of promotion in the audiovisual industry and building international co-productions - both minority and majority. Has basic knowledge of the functioning of language in the media space and the techniques of creating and implementing advertising campaigns. Knows the concept of a film festival and its types.	2018_dz.szt._P7S_WG
K_W12	Student has knowledge of the basic film terminology at various stages of production and about the specificity of film promotion in all periods of production of an audiovisual work. Knows the specifics of the work on the European market. Has knowledge of the history and organization of the most important film festivals in the world.	2018_dz.szt._P7S_WG
W_OOD	Student has in-depth knowledge of selected scientific methods and knows the issues specific to the selected discipline of science unrelated to the field of study.	2018_P7S_WG, 2018_P7S_WK
SKILLS		
K_U01	Student understands the need for continuous education and improvement of professional qualifications, and is aware of the need to comply with legal and ethical standards related to the practised profession.	2018_dz.szt._P7S_UW
K_U02	Student is available with self-discipline and shows flexibility in approaching the tasks entrusted to him. Has knowledge of the types of distribution channels and can find their application. Is aware of the need to comply with legal and ethical standards related to the practised profession.	2018_dz.szt._P7S_UW
K_U03	Student has the ability to independently expand the acquired knowledge in the field of study and is able to make a critical assessment of the data needed to write a thesis. Based on substantive arguments, student is able to select research methods and methods of analysis for specific problems related to the written work, and is able to independently formulate research hypotheses and make attempts to falsify them, critically referring to the conclusions. Has the ability to work with various sources in different languages.	2018_dz.szt._P7S_UU
K_U04	Student has language skills that allow the use of foreign-language sources and expanded skills of substantive argumentation and formulation of conclusions using the views of various authors when reporting own work, and is able to creatively and critically refer to research methods and techniques, using them to obtain answers to the research problems. Can formulate critical opinions and create synthetic summaries.	2018_dz.szt._P7S_UU
K_U05	Student is able to plan the production process of a film, television broadcast and a performance. Has the ability to recognize factors influencing marketing decisions and the ability to establish contacts and attract colleagues to work in a group. Demonstrates the ability to conduct discussions with people of different views. Can understand the functioning of the media sphere in shaping communication with the audience of audiovisual works. Has the ability to estimate the potential sale of an audiovisual work and to use specific sales tools.	2018_P7S_UO, 2018_P7S_UW
K_U06	Student has the ability to build teams and the competences required in managing large teams of people. Can write a business plan for an audiovisual enterprise and a mass event, including all the required elements. Student can choose the appropriate social media for the type of audiovisual work and knows the financial and resource costs of creating content for the needs of social media and their positioning. Knows the basic concepts of sales techniques.	2018_P7S_UO, 2018_P7S_UW
K_U07	Student is able to independently create a financing plan and a detailed estimate budget and manage project finances over the schedule of the entire production and distribution process. Is able to carry out a standard financial analysis of a film project, characterize and apply in practice legal regulations and civil law standards governing the principles of concluding civil right contracts. Has the ability to independently propose solutions to problems arising in the audiovisual production process and assess the possibility of financing a given production from European funds.	2018_P7S_UW
K_U08	Student is able to prepare a short audiovisual production package and to evaluate and optimize the cash flow plan. Knows the rules for the construction of various types of contracts in the audiovisual industry and is able to move smoothly in the financial environment. Has knowledge of the concepts of the tax system in Poland, as defined in legal standards. Can evaluate the solutions proposed for financing from the EU funds.	2018_inż_P7S_UW
K_U09	Student is familiar with the work of important and recognized contemporary cinema artists and has the ability to edit their short audiovisual material at home. Can prepare a schedule and create a cost estimate for image and sound post-production and manage a team of professionals during this stage.	2018_dz.szt._P7S_UK
K_U10	Student sees and is able to diagnose and problematize the relationships between the artistic and commercial achievements of contemporary cinema. Has the ability to tell a story with skilled editing, remember and recreate emotional states. Can independently assess what activities and services will be necessary to carry out the correct post-production stage.	2018_dz.szt._P7S_UK
K_U11	Student is able to use modern script reading methods and build a film distribution strategy with artistic and commercial potential. Can construct a correct director's note and synopsis of the film. Can prepare for public pitching, has the ability to critically analyze examples of advertisements and is able to assess and verify the transparency and accountability of a given project.	2018_dz.szt._P7S_UW

K_U12	Student is able to manage the production process by choosing a film crew. They can prepare an international and national market and festival strategy and can cooperate with the creator of the poster and trailer. Understands the role and specificity of cooperation with the media. They can create an effective and creative advertising tagline or ascript of the television spot and develop a festival strategy for a film or participation in various types of festivals.	2018_P7S_UW
K_U13	Communicates in a foreign language using advanced language communicative competences. Has the ability to read compiled scientific texts with understanding and in-depth ability to prepare various written texts (including studies) and oral presentations on specific issues in the field of film and television production in a foreign language.	2018_P7S_UK
U_OOD	Student has advanced skills in posing research questions and analyzing problems or solving them in practice on the basis of the acquired content, practical experience and skills in the field of a selected discipline of science unrelated to the field of study.	2018_P7S_UW
SOCIAL COMPETENCES		
KS_OOD	Student understands the need for an interdisciplinary approach to solving problems, integrating knowledge or using skills from various disciplines, as well as self-education to deepen the acquired knowledge.	2018_P7S_KK
K_K01	Student has the competence to be the head of their own department and to be the ordering party for a given service. Can lead a dialogue in the audiovisual industry and is assertive.	2018_dz.szt._P7S_KO
K_K02	Student is resistant to stress related to managing the work assigned to them in a television or film project and is able to resolve conflicts and make the right production decisions.	2018_dz.szt._P7S_KO
K_K03	Student has the ability of creative thinking necessary to independently formulate research hypotheses and use the available sources. Correctly identifies and resolves dilemmas related to the reliable writing of a diploma thesis.	2018_dz.szt._P7S_KR
K_K04	Student is aware of the need to respect copyright. Is able to use sources of knowledge critically, while being able to plan research activities in time.	2018_dz.szt._P7S_KR
K_K05	Student has the ability to creatively search for solutions to business problems and brand positioning. They are competent to act as a manager within an institution or business venture. They are constineously learning and developing their skills. Can independently analyze the acquired knowledge using various sources of information and cooperate with a difficult business partner.	2018_P7S_KR
K_K06	Student is capable of flexible thinking in creating solutions to business problems and is able to use in practice the instruments of marketing communication, with particular emphasis on advertising and promotion. They are able to act to preserve the cultural heritage, conduct dialogue, initiate and maintain relationships, also in the social media environment. Has the ability to solve the most common problems related to the performance of professional work.	2018_P7S_KR
K_K07	Student is competent to act as a production manager and project manager for an audiovisual project. Student is competent to perform the functions of financial management, administration and financial supervision in an audiovisual project and takes responsibility for their evaluations and decisions. Participates in the preparation of projects along with the financial settlement of such a project.	2018_P7S_KO
K_K08	Student has the ability to skillfully assess key legal and financial issues in producer contracts and the ability to implement the assumed financial plan. Knows the extent and dynamics of the issues and independently completes the knowledge of finance in the industry. Student is able to independently estimate all expenses, taking care of the correctness and legibility of financial documentation. Student has the competences of the Producer of an audiovisual work.	2018_P7S_KO
K_K09	Student demonstrates the ability to think flexibly, select information and materials essential for understanding the image of the historical processes of the contemporary world and culture in the cinema. Is aware of how editing can change the genre of film material. Student is qualified to act as a post-production manager.	2018_dz.szt._P7S_KR
K_K10	Student is able to independently expand and deepen the acquired knowledge and skills based on new data appearing in the domain of contemporary audiovisual culture. Has a sense of responsibility for the final artistic effect and has the ability to creatively analyze the post-production process, as well as to estimate the costs of this stage depending on the nature of the audiovisual work.	2018_dz.szt._P7S_KR
K_K11	Student has the competence to move freely from development to being a production manager within a given audiovisual project. Student is competent to work with a sales agent and festival selectors. They are qualified to act as a production manager within a given television project, and are a full-fledged co-production partner.	2018_dz.szt._P7S_KO
K_K12	Student has the ability to creatively analyze the literary text and creatively create a sales strategy for the film. The student is competent to lead a team and manage the entire project. Has the ability to creatively create a co-production model of a film, as well as to efficiently shape positive relations of the represented organization with the business and social environment. Is aware of the ethical and legal aspects of functioning in virtual reality, in particular in communication between recipients.	2018_dz.szt._P7S_KO