



APPLIES TO ACADEMIC YEAR 2010/2011

BMP 2903 Managing Film, TV and Stage Production.

Programme

Bachelor of Management

Responsible for the course

Department

Term

According to study plan

ECTS Credits

30

Language of instruction

Norwegian

Introduction

The increasing professionalization of the cultural industries has created a stronger demand for production managers who do not only understand the technical and artistic processes, but who can also carry these out within a framework of economic and management understanding and knowledge.

This program provides participants with a tailored theoretic fundament in economics, project management and communication, and the theory is applied to a industry-specific context of production management in film, TV and stage productions.

Throughout the program participants work with cases from film, TV and stage productions. Through this work the participants are faced with challenges commonly experienced by production managers so that the theory is directly applied to the specific context of film, TV and stage production.

The program is carried out in collaboration with Nordisk Film & TV, the Association of Norwegian Theatres and Orchestras, and the Norwegian Association for Performing Arts.

Learning outcome

To develop the participants' knowledge to include:

- to be familiar with key relevant principals for organization and management of projects;
- to be familiar with key relevant principals for costing, budgeting and cost reporting for projects;
- to understand the special circumstances for value creation found in creative industries;
- to be familiar with key relevant principals for negotiations and managing conflicts;
- to be familiar with key standard agreements employed in film, TV and stage productions.

To develop the participants' skills so that they can manage film, TV and stage productions, including:

- the ability to manage a production in a manner that service both creative and economic value;
- the ability to manage unpredictable events in a way that leaves the production as little harmed as possible;
- the ability to cost and budget-adjust a production and use this as a management tool;
- the ability to manage negotiations, contracting and conflict settlement towards creative and administrative staff as well as suppliers;

Finally, through the use of case studies the participants should be trained in evaluating ethical dilemmas commonly found in the creative production processes.

Prerequisites

No particular prerequisites are required to take part in the Bachelor Program, but participants should have a basic understanding of film, TV or stage production.

Compulsory reading

Books:

Clevé, Bastian. 2006. Film production management. 3rd ed. Amsterdam : Elsevier
Dean, Peter. 2002. Production management : making shows happen. Marlborough : Crowood Press

Isaacs, William. 1999. Dialogue and the art of thinking together : a pioneering approach to communicating in business and in life. New York : Currency. Introduction: pp. 1-14, Chap. 1: pp. 17-48, Chaps. 8-9: pp. 185-238, Chap. 15: pp. 336-359
 Karlsen, Jan Terje og Petter Gottschalk. 2008. Prosjektledelse : fra initiering til gevinstrealisering. 2. utg. Oslo : Universitetsforlaget. kap. 1, 3-5, 7-8, 12-15
 Koster, Robert. 2004. The budget book for film and television. 2nd ed. Amsterdam : Focal Press
 Mitchell, Leslie. 2009. Production management for television. London : Routledge

Collection of articles:

ed. T.Gaustad 2009

Recommended reading

Books:

Baggerrånås, Liv. 1993. Produksjonsplanlegging og produksjonsledelse i fjernsyn : håndbok for produksjonsledere. Bærum : Vett & Viten
 Brown, Blain. 2008. Motion picture and video lighting. 2nd ed. Amsterdam : Focal Press
 Copley, Soozie and Philippa Killner. 2001. Stage management. Marlborough : Crowood
 Pallin, Gail. 2006. Stage management : the essential handbook. Rev. ed. London : Nick Hern
 Rizzo, Michael. 2005. The art direction handbook for film. Amsterdam : Focal Press
 Wheeler, Paul. 2005. Practical cinematography. 2nd ed. Amsterdam : Focal Press
 Zettl, Herbert. 2009. Television production handbook. 10th ed., International ed.. Belmont, California : Wadsworth Cengage Learning

Course outline

1st course module – Production Management for Film, TV and Stage

- The role of the production manager within film, TV, commercials, theater, opera, concerts and events
- Value creation in creative projects
- Interdependence between creative and economic considerations

Case work: Introduction to the cases, case method, the production manager role in the film, TV and stage cases.

2nd course module – Organization and Management of Creative Projects

- What is special about the production manager? What do I manage and how?
- Which methods and techniques can I utilize as production manager?

Case work: Organizational structure for the film, TV and stage cases, choice of strategy and handling of unforeseen events.

3rd course module – Negotiations, Contracting and Conflict Management

- Effective interorganizational communication
- Negotiation techniques
- Industry agreements and standard agreements

Case work: Negotiations, contracts and conflict settlement for the film, TV and stage cases

4th course module – Economics and Resource Management

- Accounting terms for film, TV and stage productions
- Resource management
- Break down and calculating / cost planning

Case work: Cost planning for key elements in the film, TV and stage cases

5th course module – Budgeting and Budget Use

- Budgeting and introduction to computer based tools (EP Budgeting)
- Using the budget and reporting

Case work: Budgeting the film, TV and stage cases, adjusting for unforeseen events while protecting both creative and economic interests.

Computer-based tools

EP Budgeting and Scheduling Software

Learning process and workload

The programme is conducted through five course modules, a total of 150 lecturing hours continuing during two semesters. The students for this course is assigned for lectures to each semester; the first semester is named BMP 2904 and the second BMP 2905.

Examination

The students are evaluated through a term paper, counting for 60% av the main grade and an individual written exam, counting for 40 % of the main grade. Both evaluations must be passed to obtain a certificate for the program. The term paper is written in groups of minimum two and

maximum four persons.

Examination code(s)

BMP 29031 - written exam; accounts for 40% to pass the course BMP 2903, 30 credits.

BMP 29032 - term paper; accounts for 60% to pass the course BMP 2903, 30 credits.

Both evaluations must be passed to obtain a certificate for the program.

Examination support materials

Simple calculator is allowed for the written exam

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.

<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

At the next ordinary exam.

Additional information