

Module Title:	Enterprise
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	A combination of lectures, tutorials, screenings, group discussions, practical workshops and field trips.
Module Aim:	To give the students the necessary skills to attain a thorough knowledge of the media business.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Identify and examine the entrepreneurial role of the producer in sourcing finance, commissions and markets for media productions
LO2	Formulate a comprehensive understanding of the pathways into the sector and the self-motivational skills required for the media industries.
LO3	Work as an individual and a member of a team and have developed appropriate communication and interpersonal skills.
LO4	Apply the practical skills acquired on the academic programme to a real world or workplace environment.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Enterprise and the business of media production Operating as a sole trader.
Funding and finance Irish and European sources of funding and finance for media production
Agencies supporting media production An examination of the support agencies and representative bodies for media production and personnel in Ireland
Setting up a production company The information required to set up an independent production company
Broadcasting and commissioning Understanding a variety of commissioning needs
Broadcasting models Financial models for broadcasting
Sole Trader Understanding the role of a sole trader in the media industries and tax implications for same.

Assessment Breakdown	%
Continuous Assessment	60.00%
Project	40.00%

Continuous Assessment				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Case Studies	An examination of a key film or television text from a business and enterprise perspective.	1,2,4	30.00	n/a
Project	A research project that will examine business practice and financial planning for producers and entrepreneurs.	1,3,4	40.00	n/a
Presentation	A presentation examining company structures, finance and distribution options available for production companies in Ireland.	1,2,3,4	30.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Tutorial	Every Week	1.00
Independent Learning	Every Week	2.00
Total Hours		5.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	8	Mandatory