

<b>Module Title:</b>	Enterprise
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	A combination of lectures, tutorials, screenings, group discussions, practical workshops and field trips.
<b>Module Aim:</b>	To give the students the necessary skills to attain a thorough knowledge of the media business.
<b>Learning Outcomes</b>	
<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.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<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
<b>Enterprise and the business of media production</b> Operating as a sole trader.
<b>Funding and finance</b> Irish and European sources of funding and finance for media production
<b>Agencies supporting media production</b> An examination of the support agencies and representative bodies for media production and personnel in Ireland
<b>Setting up a production company</b> The information required to set up an independent production company
<b>Broadcasting and commissioning</b> Understanding a variety of commissioning needs
<b>Broadcasting models</b> Financial models for broadcasting
<b>Sole Trader</b> 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				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
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**

<b>Workload: Full Time</b>		
<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	<a href="#">Bachelor of Science (Honours) in TV and Media Production</a>	8	Mandatory