

NAME OF SCHOOL: SCHOOL OF COMMUNICATIONS, CINEMATIC AND CREATIVE ARTS

COURSE: FLA 2010 BUSINESS OF FILM, SOCIETY AND CULTURE
LECTURER : BERNARD OWUOR
TIME/DAYS: TUESDAYS 01:30PM-04:50PM
VENUE: NIRO Campus, FLA 1
CREDIT: 3
CONSULTATION HOURS: Mondays, 2.00pm-12.00pm/Wednesdays 9.00am-12.00noon/Fridays 9.00pm-12.00noon
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1. FLA 2010 BUSINESS OF FILM, SOCIETY AND CULTURE

COURSE DESCRIPTION

The course will enable learners examine the importance of business, society and culture in the world of film through a close examination of their theoretical construction and meaning. Students will also have an opportunity to gain insight into contemporary issues affecting film business through the prism of society and culture and how they are re-tooled together.

COURSE OVERVIEW

Through this course, you will be immersed into the business of film, explore society and culture in order to understand human behavior in the context of film. This course will also enable students have an understanding of world's film business environment and appreciate the significance of society and culture as they navigate themselves around a globalized and multicultural world.

LINK TO UNIVERSITY MISSION OUTCOMES & TO PROGRAM LEARNING OUTCOMES

This course seeks to equip the students with the requisite knowledge of appreciating the business of film and its relation to society and culture. They will learn how film business, society and culture is undergoing changes in a dynamic world of entertainment as well as empower students become competent visual story tellers. The course is also intended to sharpen student's awareness, knowledge, and appreciation of the film environment within the context of business, societal and cultural context.

2. EXPECTED COURSE LEARNING OUTCOMES

Students who complete the course should be able to:

- Understand film business, society, and culture within a global context.
- Demonstrate knowledge and understanding of the complex nature of the business of film

- Gain specialized knowledge of Film business and aspects of Society and culture through activities, discussions, and assignments.
- Display an understanding of various cultures and societies around the world.
- Evaluate and use a range of economic sources to manage film business within a challenging economic environment.
- Produce a business Plan and Budget a Film Project

3. CONTENT & CLASS SCHEDULE:

WEEK	LECTURE/WORKSHOP TOPICS	LEARNING OUTCOME	ACTIVITY/ASSIGNMENT	NOTES/READINGS/ASSESSMENTS
1	Course content and expectation Meaning of Business of Film	Familiarization with the contents, format, and requirements of the unit	Watch the documentary Film Finance-Raising money https://www.youtube.com/watch?v= tg1zT 2pyo	LECTURE AND DEMONSTRATION
2	Why Governments Should Invest in Film Business Society and Culture Concept of Society	Students will be able to understand economic, social, and cultural benefits of film, appreciate the nature of Society, and Demonstrate a holistic understanding of Society.	Understanding Culture and Society VIDEO https://www.youtube.com/watch?v=hsDnDEEsMS8&t=26s	LECTURE AND DEMONSTRATION
3	Building a Sustainable Film Business Diversity and Comparison of Culture	Students will identify factors that contribute to building a sustainable film business Students will understand main differences and comparisons of culture	Watch TED Talk-The Film Industry today https://www.youtube.com/watch?v=QvrnHLOXABc FILM AS A CULTURAL AND SOCIETAL MEDIUM https://www.youtube.com/watch?v=nZWceRO94dM	LECTURE AND DEMONSTRATION
4	Film Support -Public Cultural Uniformity and Change	Students should acquire appreciate various support systems for film (Public and Private) Students should acquire knowledge on change and uniformity of culture	PROJECT ONE: DISCUSSION OF FILM BUSINESS PLAN FINAL PROJECT: DISCUSSION OF BUDGETING	LECTURE AND DEMONSTRATION
5	The current state of film (Audience, markets, and Distribution) Global Culture	Students should be able to acknowledge global trends that have an impact in the Film Business Students should understand how global culture and its context	How to start and grow your business https://www.youtube.com/watch?v=qvnc_rHe_Oc PROJECT ONE: CONTINUE WITH DISCUSSION OF FILM BUSINESS PLAN	LECTURE AND DEMONSTRATION

			FINAL PROJECT: CONTINUE WITH DISCUSSION OF BUDGETING	
6	Modern Digital Innovations in the film industry.	Students will understand how digital innovations have impacted on the film business.	MID SEMESTER EXAM REVIEW	
7	MID TERM EXAMINATION (This is a Sit-in Examination covering all that has been discussed in Class) Mid semester exam will consist of a variety of questions covering concepts discussed in the course from week one to week five ranging across film lecture, viewing and discussions.			
8	Business Plan and Film Budgeting	Students will understand business considerations behind film production, learn how to prepare a budget that covers all aspects of production.	BUDGETING A FILM https://www.youtube.com/watch?v=TebTISyZWMM https://www.youtube.com/watch?v=3xwIzI_IkK4 https://www.youtube.com/watch?v=69ZNTBB8IXQ https://www.youtube.com/watch?v=qV6OGULfxHA	
9	Projects review and analysis 1 FILM BUSINESS PLAN AND BUDGETING PROJECTS	Project objectives, scope, timelines, feedback and Review	GROUP CONSULTATION	CONSULTATION
10	Projects review and analysis 2 FILM BUSINESS PLAN AND BUDGETING PROJECTS	Project objectives, scope, timelines, feedback and Review	GROUP CONSULTATION	CONSULTATION
11	Projects review and analysis 3 FILM BUSINESS PLAN AND BUDGETING PROJECTS	Project objectives, scope, timelines, feedback and Review	PROJECT ONE: FILM BUSINESS PLAN DUE	CONSULTATION
12	Projects review and analysis 4 FILM BUSINESS PLAN AND BUDGETING PROJECTS	Project objectives, scope, timelines, feedback and Review	GROUP CONSULTATION	CONSULTATION
13	Projects review and final analysis FILM BUSINESS PLAN AND BUDGETING PROJECTS	FINAL FEEDBACK AND REVIEW	GROUP CONSULTATION	CONSULTATION
14	FINAL EXAMINATIONS FINAL PROJECT: FILM BUDGET DUE			

4. TEACHING METHODS

The course will be conducted through lectures and class discussions. The student is expected to spend 9 hrs every week outside class to complete assignments and study for the course.

5. COURSE TEXT & OTHER READINGS

The reading for this course requires one text:

- K Thompson (ed) (2015) Society & Culture: Preliminary and HSC. 2e. Nelson Cengage Learning
- The Business of Film: (2018) A Practical Introduction (American Film Market Presents) 1st Edition by Paula Landry (Author), Stephen Greenwald (Author). New York: Routledge

Other Readings.

- The Business of Media Distribution: Monetizing Film, TV, and Video Content in an Online World (American Film Market Presents) by Jeffrey C. Ulin
- Culture And Society: Coleridge to Orwell 1780-1950 by Raymond Williams | Sep 26, 2017

6. OTHER LIBRARY RESOURCES:

You can access Web Based Databases such as EBSCOhost, Ebrary, Keesings, Online, PsycARTICLES, JSTOR, Gale to locating articles in journals, electronic books, magazines and newspapers through the library catalog, which is available on-line from within and outside the campus via the USIU website (<http://www.usiu.ac.ke>). There are 24 workstations within the library, and Wired access points, available throughout the building, provide high speed network connections. There are also other workstations in the computer labs. Accessibility of e- resources off campus is through Virtual Private Network (VPN).

7. COURSE EVALUATION

Attendance and participation	10%
Mid-Semester Exam (Sit In)	20%
PROJECT ONE: Film Business Plan Assignment	40%
FINAL PROJECT: Budget Breakdown Assignment	30%
Total	100%

8. OTHER REQUIREMENTS

1. Mobile phones should be switched OFF during class session.
2. Computers should be turned OFF during the theory session and used to complete LAB exercises only during practical session.
3. Students who come 10min after class has started will not be allowed into the classroom.

9. KEY INSTITUTIONAL ACADEMIC POLICIES

Students should note the following are key policies as outlined in the University Catalogue and Students Handbook

a. Academic dishonesty

- Any intentional giving or use of external assistance during an examination without the express permission of the faculty member giving the examination.
- **Fabrication:** any falsification or invention of data, citation or other authority in an academic exercise;
- **Plagiarism:** any passing off of another's ideas, words, or work as one's own;
- **Previously Submitted Work:** presenting work prepared for and submitted to another course;

b. Class Attendance

Students are expected to attend all classes. Upon being absent from more **seven** classes in a 3 credit unit course or from more than **three** classes for those that meet once a week, the instructor will give a student an "F" grade for that course.

- c. Disability Access Services: Students with a disability who require academic considerations are encouraged to contact the University Disability Services soon as possible and update course lecturer.

10. ASSIGNMENTS, EQUIPMENT AND LOCATION PROTOCOL

- a) All assignments and projects must be submitted before or on the due date indicated on the course outline. It is part of professional practice to submit assignments on time. Any requests for extensions must be in writing three (3) working days prior to the due date. Any assignments received after any due date without at least 3 working days prior negotiation will have marks deducted at a rate of 2% per day. No negotiations will be made the day the assignment is due. Instructor has the right to deny extensions.
- b) The lecturer has the right to make changes to the course outline as he deem fit at any time during the course.

11. USIU GRADING

A	90 - 100
A-	87 - 89
B+	84 - 86
B	80 - 83
B-	77 - 79
C+	74 - 76
C	70 - 73
C-	67 - 69
D+	64 - 66
D	62 - 63
D-	60 - 61
F	0 - 59

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SEMESTER: SUMMER 2025

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ATTENDANCE AND PARTICIPATION (10 MARKS)

The attendance, graded out of 10, will be calculated based on a 14-week structure. There will be no mark for Week 1 (Introduction), Week 7 (Exam Week), and Weeks 13 and 14 (Final Exam Weeks).

At the end of the semester, your attendance and participation will be tallied and assigned a grade. You may contact me towards the end of the semester to get your attendance and participation grade.