



ESCUELA UNIVERSITARIA
DE ARTES. MADRID

Entrepreneurship and Professional Development

COURSE GUIDE

BACHELOR'S IN FILMMAKING
COURSE 2026/2027



Universidad
Rey Juan Carlos

Course data

<i>Duration</i>	Annual
<i>Credits</i>	6 ECTS
<i>Modality</i>	In-person
<i>Language</i>	English
<i>Faculty</i>	Filmmaking
<i>Teacher</i>	Elena Sánchez-Vizcaíno, Julio Blas, Eduardo del Olmo

Course presentation

Functioning and business of the audiovisual industry. The filmmaker as an entrepreneur. Marketing in the audiovisual sector. Entrepreneurship techniques. Entrepreneurship. The strategic plan and the definition of business opportunities. Methodology for the elaboration of the business plan.

Student competencies

CG01	Utilize different historical, sociologic, cultural and/or artistic sources in the creation of audiovisual projects.
CG02	Know the different tools and languages of film, to apply them in audiovisual projects.
CG03	Know the codes of ethics and deontology applicable to the audiovisual industry.
CG04	Know the various applications of the technological resources from the field of audiovisual creation.
CG07	Know the different study and research methodologies that enable the continuous development and innovation of an activity within the audiovisual industry.
CG09	Know the legal framework and regulations that control and determine the professional activity and its content.
CE03	Know the production workflows of the audiovisual industry.
CE04	Understand filmmaking in an open, multi-directional manner, from the forms and formats that are intrinsically related to the entertainment industry, to more expressive manifestations that explore avant-garde aesthetics and/or auteur philosophies.
CE05	Understand filmmaking in relation to the contemporary artistic and cultural panorama.
CE06	Know the different production models and their relationship to the demands of the audiovisual industry.
CE07	Understand the importance of the various roles, tasks and responsibilities related to the development of audiovisual projects.
CE12	Understand the essentials of executive production and how it relates to the viability of an audiovisual project, from the birth of the idea through to distribution, promotion and screening.

Learning outcomes

Upon completion of this course, each student must be able to:

1. Understand the mechanisms for commercializing audiovisual content.
2. Understand the pathways of entry into the industry through entrepreneurship and the exercise of one's profession.
3. Use marketing tools designed for the audiovisual market.
4. Understand and assess the state of the audiovisual industry, changes in model and latest market trends.
5. Create and develop a business plan based on the identification of opportunities in the audiovisual sector.
6. Develop an operations, human resources and financial plan for a business idea.

Teaching methodology

MD1	Participatory masterclass.
MD2	Case studies and discussion.
MD3	Problem resolution and discussion of results.
MD5	Cooperative and collaborative learning.
MD6	Academic tutoring.

Course content

Content	1. The workings of the audiovisual industry. The filmmaker as entrepreneur. Marketing in the audiovisual sector. 2. Techniques of entrepreneurship. Business initiative. The strategic plan and definition of business opportunities. Methodology for creating a business plan.
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Learning activities

AF1	Theoretical and theoretical-practical classes.	24 hours
AF2	Classroom/laboratory exercises and practices.	12 hours
AF3	Design and execution of artistic creation projects (individual or group).	3 hours
AF4	Art appreciation activities: attendance at seminars, visits to exhibitions or viewing of visual/audiovisual works.	12 hours
AF5	Search and selection of documentation, reading of supporting material and bibliographic and visual references.	40 hours
AF6	Academic tutoring.	6 hours

AF7	Evaluation.	3 hours
AF8	Autonomous study of theoretical content and autonomous preparation of practical work and activities.	80 hours

* *The distribution of hours between training activities may undergo changes due to the academic needs of the course, the group and/or the teaching team.*

Assessment

GENERAL ASSESSMENT CRITERIA

ATTENDANCE

The classes are in-person, and attendance is mandatory, as it is a determining factor in the continuous assessment system, as well as in class attitude and participation. However, in exceptional cases due to health situations or family reconciliation, students may request online access as a methodological adaptation (for more information, please contact the student department).

MARKS

Continuous Assessment is a comprehensive assessment of each student's results judged on the assessment criteria described in the following section, on a scale of 0 to 10 as provided in current legislation.

Students wishing to bring up their grade in the extraordinary/re-assessment period must first contact the Registrar's Office to expressly waive in writing all of the marks they obtained in the regular assessment period. Their final assessment mark will be the mark obtained in re-assessment.

SPELLING AND EXPRESSION

The grading of written examinations and assignments will consider spelling, grammar, and clarity of expression. Errors in spelling, punctuation, and writing style may negatively affect the final grade, depending on their nature, frequency, and severity.

UNIVERSITY WRITTEN REPORTS

These must have a title page, table of contents and bibliography listing at least 4 sources. These works must be original. Excerpts from other authors must be properly cited. Demonstrable plagiarism is an academic offense. If one student copies the work of another student, both shall be held accountable.

SPECIFIC ASSESSMENT CRITERIA

REGULAR ASSESSMENT PERIOD

The teaching team will provide the details/specifications on the content or submission of assessment tasks; this information will be given in class or in a document made available to the student on the Virtual Course Space (in Spanish, *Aula Virtual*).

Assignments not submitted by the deadlines set by the teaching team will receive an assessment mark of 0.

<i>Assessment task (*)</i>	<i>Revaluable/non-revaluable</i>	<i>Minimum mark yes/no</i>	<i>% of final mark</i>
SE2 Assignments and projects	Reevaluable	Yes	50%
SE3 Continuous assessment: weekly tasks and homework, periodical reports, problem resolution	Non reevaluable	No	40%
SE5 Attitude and participation	Non reevaluable	No	10%
			100%

(*) Records and evidence of all of the assessment tasks (writings, recordings, etc.) listed in this table will be kept and filed in the Registrar's Office.

EXTRAORDINARY/RE-ASSESSMENT PERIOD

Students who have not passed the course during the regular assessment period may choose one of the following extraordinary assessment options:

- **Option 1: Criterion-based reassessment.** Assessment will be limited exclusively to the reassessable criteria that were not passed during the regular assessment period. The reassessment activity will be of the same nature as the original one (exam, assignment, etc.). The grades obtained in the ordinary assessment period for non-reassessable criteria (provided the minimum passing grade was achieved) will be retained and included in the weighted calculation of the final extraordinary assessment grade.
- **Option 2: Comprehensive reassessment.** Students may complete a single assessment activity accounting for 100% of the extraordinary assessment. The nature of this activity will be determined by the instructor and may include an oral or written examination, submission of a portfolio, theoretical and/or practical assignments, or other equivalent forms of assessment.

The instructor must communicate both Option 1 and Option 2 for the extraordinary assessment through the course notice board on the virtual campus at least 10 days prior to the extraordinary assessment date.

Students must respond to this communication via the virtual campus notice board, indicating their choice of Option 1 or Option 2, at least 3 days prior to the extraordinary assessment date. If a student does not respond, the instructor will automatically apply Option 2 (a single assessment activity accounting for 100% of the extraordinary assessment).

REVIEW OF ASSESSMENT MARKS

As set out in the TAI School of the Arts Student Handbook.

Resources

RECOMMENDED BIBLIOGRAPHY

- Alcázar, P. y Guillén, I. (2015). *El libro de los emprendedores*. Deusto.
- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K&S Ranch Publishing.
- Campo Vidal, M. (2018). *Eres lo que comunicas*. RBA.
- García, H., & Miralles, F. (2017). *Ikigai: The Japanese secret to a long and happy life*. Penguin Books.
- Gosende, J. (2013). *El libro blanco del emprendedor web*. Anaya Multimedia.
- Iborra, M., Dasí, A., Dolz, C. y Ferrer, C. (2014). *Fundamentos de dirección de empresas: Conceptos y habilidades directivas* (2.ª ed.). Ediciones Paraninfo.
- Miller, D. (2017). *Building a StoryBrand: Clarify your message so customers will listen*. HarperCollins Leadership.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.
- Zúñiga, H. e Ligoiz, M. (2017). *Neurocomunicación*. Rigden Institut Gestalt.

RECOMMENDED FILMOGRAPHY

- Burton, T. (Director). (1994). *Ed Wood* [Film]. Touchstone Pictures.
- Crowe, C. (Director). (1996). *Jerry Maguire* [Film]. TriStar Pictures.
- Fincher, D. (Director). (2010). *The social network* [Film]. Columbia Pictures.
- Hancock, J. L. (Director). (2016). *The founder* [Film]. The Weinstein Company.
- Miller, B. (Director). (2011). *Moneyball* [Film]. Columbia Pictures.
- Oz, F. (Director). (1999). *Bowfinger* [Film]. Universal Pictures.
- Smith, C. (Director). (1999). *American movie* [Film]. Sony Pictures Classics.

RECOMMENDED WEBSITES

- Community of Madrid. (n.d.). *Self-employment and entrepreneurship: Emprendelo.es*.
<https://www.emprendelo.es>



Ministry of Industry and Tourism. (n.d.). *CIRCE: Business creation through the Information Center and Business Creation Network*. Government of Spain. <http://portal.circe.es/es-ES/emprendedor/Paginas/Emprendedor.aspx>

Ministry of Industry and Tourism. (n.d.). *SME Platform: Todoemprende.es*. Government of Spain. <http://www.todoemprende.es/es-ES/Paginas/home.aspx>

Revista Emprendedores. (n.d.). *Emprendedores: Leader in business economics and management*. <https://www.emprendedores.es>

REQUIRED MATERIALS FOR THE COURSE

Paper and pen to take notes.

VISITS, MASTER CLASSES, EVENTS AND ADDITIONAL WORKSHOPS

To be announced during the course.