



# Film, TV & Digital Media Management (MBA) – Program Structure

## **Study in London & Vienna**

501 Units

3 Semesters

370 Contact Units, 7 (Block) Weeks

131 Distant Units (including MA  
Thesis)

## **Study Part 1: Business Management**

### **Module 1: Business Models & Finance**

- > Business Models, Business Strategies
- > Finance
- > Risk Analysis and –management

### **Module 2: Management Information & Control**

- > Financial Analysis
- > Management Information
- > Control in Management

### **Module 3: Management & Leadership**

- > Human Resources Management
- > Leadership and Motivation,
- > Project Development, Project-Management
- > Change-, Process-, Quality Management

## **Study Part 2: Film & Audiovisual Media Management**

### **Module 4a: Production Management**

- > Production Management Film/TV
- > Production Risks and -coverage Film/TV
- > Film and TV Financing in Europe
- > Alternative Funding Models
- > Storytelling
- > Media und IP-Law

### **Module 4b : London Production Workshop** *(5 days, 50 units at London Southbank University)*

- > Managing the Content, Contributors and Process of Film and Media Production
- > Hands on Production of a short Media Production

### **Module 5a: Technology**

- > Convergent Evolution, Future Technologies
- > Animation & Digital Effects
- > Technological Aspects of International Media Business

**Module 5b: London Technology Workshop**  
*(5 days, 50 units at London Southbank  
University)*

- > Technical Aspects of Film and Media Production
- > Interaction between Technology and creative Expression
- > Comprehensive View of future Technologies

**Module 6: Distribution**

- > Principles of Marketing and Sales
- > Film marketing and Distribution
- > Games & eSports
- > Future orientated Markets and Distribution Strategies

**Study Part 3:**  
**Master's Seminar – Master's  
Thesis**

- > Academic Writing (distant)
- > Master's Thesis (distant)
- > Master's Exam