

Management Models Audiovisual Companies

Code: 105003
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	1
2501928 Audiovisual Communication	OT	3	2
2501928 Audiovisual Communication	OT	4	2

Contact

Name: Carlos Llorens Maluquer

Email: carles.llorens@uab.cat

Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

Have previously studied "Estructura del sistema audiovisual"

Objectives and Contextualisation

Conceptual and Practical Approach to the Management of the Audiovisual Communication Services Company in the Context of its Relationship with the Cultural and Creative Industry and Digital Convergence Processes.

Competences

Audiovisual Communication

- Be familiar with and interpret industrial and business phenomena in the audiovisual sector.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Identify the specific characteristics of the audiovisual system.

2. Manage time effectively.
3. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
4. Rigorously apply scientific thinking.
5. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

1. Key Concepts in Audiovisual Management and Business
2. Entrepreneurship, Materialization, and Business Establishment. From Idea to Project: Creativity, Research and Development, Innovation, and Entrepreneurship.
3. Structure, Characterization, and Classification of Audiovisual Communication Business Activities.
4. Organization and Management of the Audiovisual Company.
5. Marketing, Commercialization, and Business Models of Audiovisual Systems and Companies.
6. Business and Strategic Planning.
7. Company Structure and the Audiovisual Market in Europe.
8. Management of the Film Company.
9. Management of the Television Company.
10. Management of SVOD Platforms.
11. Economic and Financial Management in the Audiovisual Industry.

Methodology

Development of expository classes, individual and group assignments, readings of recommended texts related to the subject matter, analysis of management cases, and discussion of them in workshop sessions. Completion of an original, creative, and viable business project.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars (exercises and participation)	15	0.6	4, 3, 5, 2, 1
Theoretical classes	37.5	1.5	4, 3, 2, 1
Type: Supervised			
Tutorials	7.5	0.3	4, 3, 2
Type: Autonomous			
Reading, analysis and synthesis of texts, preparations of presentations	82.5	3.3	4, 3, 5, 2, 1

Assessment

Continuous Assessment

To pass, the following tests must be passed with a minimum grade of 5:

- Theoretical exam (30% of the final grade)
- Seminars [exercise resolution and participation] (20% of the final grade)
- Coursework and presentation (50% of the final grade)

The coursework is an individually supervised activity. At the beginning of the course, a protocol will be provided detailing the procedure.

The in-person theoretical exam will cover the topics discussed in theoretical class sessions and seminars.

Seminars have specific protocols and readings that need to be prepared in advance. Attendance is mandatory, and any absences will result in a grade of 0. The seminar dates will be communicated at the beginning of the course.

Single Assessment:

The single assessment consists of three distinct parts, each of which must be passed with a minimum grade of 5 to pass the course:

- Coursework (50%)
- Theoretical exam (30%)
- Synthesis exercise based on readings related to the subject (30%)

The coursework is an individually supervised activity. At the beginning of the course, a protocol will be provided detailing the procedure.

The in-person theoretical exam will cover the topics discussed in theoretical class sessions and seminars.

The synthesis exercise, based on a set of additional readings and the content of the seminars, is a in-person test where students are required to relate the readings to the theory discussed in class. More details about this exercise will be provided on the Virtual Campus.

Regarding the period and conditions for recovery:

Students have the right to recover the exam, the coursework, or both, as long as they have been evaluated in activities that account for at least 2/3 of the total grade for the course.

To be eligible for the recovery of the coursework and/or exam, a minimum average grade of 3.5 in the course must be obtained.

The activities excluded from the recovery process are the seminars (continuous assessment) and the synthesis exercise based on readings (single assessment).

Regarding plagiarism:

Any irregularity (copying, plagiarism, identity impersonation, etc.) that may significantly affect the grading of an assessment will result in a grade of 0 for that assessment. In case of multiple irregularities, the final grade for the course will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work and presentation	50%	3	0.12	4, 3, 5, 2, 1

Seminars (resolution of exercises and participation)	20%	2.5	0.1	4, 3, 5, 2, 1
Theoretical examination	30%	2	0.08	4, 3, 2, 1

Bibliography

Iborno, L.A. y García Leiva, M. T. (2017). El audiovisual en la era digital. Políticas y estrategias para la diversidad. Madrid: Ediciones Cátedra.

Bustamante, Enrique (2013): Historia de la Radio y la Televisión en España. Una asignatura pendiente de la democracia. Barcelona: Paidós

Clares-Gavilán, J., Merino Álvarez, C. y Neira, E. (2019). La revolución over the top. Del vídeo bajo demanda (VOD) a la televisión por internet. E6ditorial UOC.

Evens, T. y Donders, K. (2018). Platform power and policy in transforming television markets. Palgrave Macmillan.

García Castillejo, Angel (2014): Régimen jurídico y mercado de la televisión en abierto en España. Barcelona: UOC

Medina Laverón, Mercedes (2011): Estructura y gestión de empresas audiovisuales. Pamplona: EUNSA.

Miguel de Bustos, J.C. & Izquierdo-Castillo, J. (2019): ¿Quién controlará la Comunicación? El impacto de los GAFAM sobre las industrias mediáticas en el entorno de la economía digital. Revista Latina de Comunicación Social, 74, 803 a 821. <http://www.revistalatinacs.org/074paper/1358/41es.html>.

Núñez Fernández, Víctor (2015): La empresa informativa en la era digital. Madrid: Centro de Estudios Financieros

Software

This subject does not need specific software for the development of classes and assignments.