



UNIVERSITI TEKNOLOGI MARA

CCI724: THE BUSINESS OF ENTERTAINMENT

Course Name (English)	THE BUSINESS OF ENTERTAINMENT APPROVED
Course Code	CCI724
MQF Credit	3
Course Description	With the entertainment industry converging into a worldwide mass media, both business and operation models continue to rapidly evolve. This course exposes students to both management and business of entertainment, further examining the business issues associated with the entertainment industry. Some history is highlighted to provide a context for current practice. Topics that will be dealt with include: financing contracts, product placement, marketing and publicity, ratings, the impact of piracy, understanding and leveraging new technologies, and distribution and exhibition. At the end of the course, students are required to develop a formal business plan that includes a market analysis, a budget, and a marketing plan.
Transferable Skills	Critical Thinking, Discourse and Communication, Writing and Research
Teaching Methodologies	Lectures, Blended Learning, Case Study, Presentation, Industrial Talk
CLO	CLO1 Analyze issues in the business of entertainment, ranging from the impact of piracy to changes in the distribution and exhibition landscape. CLO2 Create and develop a formal business plan through their analysis of specific market of the entertainment industry.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Entertainment Business 1.1) N/A	
2. Principles of Showbusiness Management 2.1) N/A	
3. Art of the Pitch 3.1) N/A	
4. Entertainment Financing 4.1) N/A	
5. Creative Producing and Development 5.1) N/A	
6. Brand Development and Entertainment Marketing 6.1) N/A	
7. Audience Development and Market Research 7.1) N/A	
8. Aspects of Distribution and Exhibition 8.1) N/A	
9. Legal Primer for the Entertainment Business 9.1) N/A	
10. The Future of Entertainment Business 10.1) N/A	
11. Business Plan Presentation 11.1) N/A	

12. Business Plan Presentation 12.1) N/A
13. Business Plan Presentation 13.1) N/A
14. Business Plan Presentation 14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Students are required to write a research report based on issues in the business of entertainment.	40%	CLO1
	Presentation	Students are required to create and develop a formal business plan through their analysis of specific market of the entertainment industry. Students are required to make a project presentation and submit a Digital Profile Company.	60%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> Sickels, R. C. (ed.) 2009, <i>The Business of Entertainment, Volume 1, 2 and 3</i>, Greenwood Publishing Group Connecticut
	Reference Book Resources	<ul style="list-style-type: none"> Bernstein, G. 2020, <i>Understanding the Business of Media Entertainment</i>, 2nd Ed., Routledge London Stein, A. & Evans, B.B. 2009, <i>An Introduction to the Entertainment Industry</i>, Peter Lang Publication New York
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	