



UNIVERSITI TEKNOLOGI MARA

CTM453: SCREEN PRODUCTION MANAGEMENT

Course Name (English)	SCREEN PRODUCTION MANAGEMENT APPROVED
Course Code	CTM453
MQF Credit	3
Course Description	Students will be exposed to the theory and practice of fundamental aspects of screen management. Students will be trained in the business of production management which entails planning a production, financial management, production and promotion costs, equipment rental cost and talent fee among other topics. With basic skills and exposures, it is hoped that students will be able to prepare their own production cost systematically and efficiently. Relevant exposure is essential in managing a production in a more systematic and proper way once they embark in the actual world of production.
Transferable Skills	Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability.
Teaching Methodologies	Lectures, Blended Learning, Practical Classes, Tutorial
CLO	CLO1 Able to learn basic production management in a film or video production CLO2 Be able to understand the concept, scope and production structure in a systematic manner. CLO3 To take the functions and responsibilities of a producer or production manager in managing a production.
Pre-Requisite Courses	No course recommendations
Topics	
1. Week 1 1.1) Course outline briefing 1.2) Final Project Briefing 1.3) Production Overview 1.4) Production People	
2. Week 2 2.1) Principles of Management 2.2) Film Production Management 2.3) The Roles and Responsibilities 2.4) Producer/Production Manager	
3. Week 3 - STEP 1: PRE-PRODUCTION 3.1) Planning 3.2) Organizing 3.3) Confirming	
4. Week 4 - PRE-PRODUCTION ELEMENT 4.1) Time Management and Setting Priorities 4.2) Budgeting	
5. Week 5 - PRE-PRODUCTION CONFIRMATION 5.1) Location 5.2) Talent 5.3) Arts Dept 5.4) Contract	
6. Week 6 - PRE-PRODUCTION PRESENTATION 6.1) Student is required to their presentation on group task.	

7. Week 7 - STEP 2: PRODUCTION MANAGEMENT (shooting) 7.1) Production Management in Space: Technical & Artistic
8. Week 8 8.1) Production Management in Space: BUDGET
9. Week 9 - STEP 3: POST-PRODUCTION MANAGEMENT (editing) 9.1) SHOOTING GROUP A
10. Week 10 - STEP 4: ADVERTISING AND PROMOTION 10.1) SHOOTING GROUP B
11. Week 11 11.1) SHOOTING GROUP C
12. Week 12 - STEP4: ADVERTISING AND PROMOTION 12.1) Planning and strategising stage
13. Week 13 13.1) HARI KARYAWAN
14. Week 14 14.1) POST-MOTERM 14.2) SUBMISSION OF SET/PROPS PRODUCTION FINAL REPORT

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Project Proposal	20%	CLO1
	Assignment	Academic Writing Issue	20%	CLO2
	Assignment	Sponsorship	20%	CLO2
	Assignment	Criss Cross Final Project Management Individual performance	40%	CLO3

Reading List	Recommended Text
	<ul style="list-style-type: none"> • Richard L. Daft 2008, <i>The New Era of Management</i>, 2 Ed., Cengage Learning [ISBN: 0324537778] • Samuel C. Certo, S. Trevis Certo, <i>Modern Management 10th Economy edition</i>, 10 Ed., Prentice Hall India [ISBN: 9788120330924] • Sylvia Allen Costa 1978, . <i>How To Prepare A Production Budget For Fil & Video Tape</i>, Tab Books, Blue Ridge Summit. New York • Emil E. Brodbeck 1969, <i>Handbook Of Basic Motion Picture Bugetting Technique</i>, American Photographis Book Pub. Co. Inc. New York • David Lees, Stan Berkowitz 1978, <i>The Movie Business</i>, Vintage Book .A Division of Random House New York • Helen Garvy 1985, <i>Before You Shoot</i>, Shire Press California • Ralph S.Singleton 1984, <i>Film Scheduling</i>, Lone Eagle Publishing Co. California

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources