



ESCUELA UNIVERSITARIA
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RECOLETOS-22 MADRID



Universidad
Rey Juan Carlos

*Entrepreneurship and professional
development*
COURSE GUIDE

BACHELOR'S IN FILMMAKING
COURSE 2025-2026

Course data

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|-----------------|------------|
| <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> | Julio Blas |

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

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| 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

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|------------|---|
| <i>MD1</i> | Participatory masterclass. |
| <i>MD2</i> | Case studies and discussion. |
| <i>MD3</i> | Problem resolution and discussion of results. |
| <i>MD5</i> | Cooperative and collaborative learning. |
| <i>MD6</i> | Academic tutoring. |

Course content

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|----------------|--|
| <i>Content</i> | <ol style="list-style-type: none"> 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. |
|----------------|--|

Learning activities

| | | |
|------------|--|----------|
| <i>AF1</i> | Theoretical and theoretical-practical classes. | 24 hours |
| <i>AF2</i> | Classroom/laboratory exercises and practices. | 12 hours |
| <i>AF3</i> | Design and execution of artistic creation projects (individual or group). | 3 hours |
| <i>AF4</i> | Art appreciation activities: attendance at seminars, visits to exhibitions or viewing of visual/audiovisual works. | 12 hours |
| <i>AF5</i> | Search and selection of documentation, reading of supporting material and bibliographic and visual references. | 40 hours |
| <i>AF6</i> | Academic tutoring. | 6 hours |
| <i>AF7</i> | Evaluation. | 3 hours |
| <i>AF8</i> | 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

Spelling and written expression are taken into account in the marking of written examinations and assignments. Written examinations cannot contain more than 2 spelling errors or 10 accent errors (omitted or misplaced). Assignments completed outside of the classroom may not contain more than 1 error.

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 | 60% |

| | | | |
|--|-----------------|----|------|
| SE3 Continuous assessment: weekly tasks and homework, periodical reports, problem resolution | Non reevaluable | No | 30% |
| 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 that do not pass the course in the term it is delivered can attempt again in the extraordinary/re-assessment period, except in cases where the characteristics of the course make this impossible.

The teaching team will inform the student of the assessment tasks that will need to be done in re-assessment. The teaching team can decide whether to maintain the marks of 5.0 and above the student received over the course and in the regular assessment period.

REVIEW OF ASSESSMENT MARKS

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

Resources

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED FILMOGRAPHY

RECOMMENDED WEBSITES

REQUIRED MATERIALS FOR THE COURSE

VISITS, MASTER CLASSES, EVENTS AND ADDITIONAL WORKSHOPS