



UNIwersYTET

Andrzeja Frycza Modrzewskiego  
w Krakowie

## SUBJECT CARD

### 1. Basic information

Subject	The economics of film production
Faculty	Faculty of Management, Media and Technology
Field of study	Film and TV Production
Specialisation	-----
PQF level	6 PRK
Level of studies	First-cycle studies
Form of studies	Full-time study
Group of activities	-----
Number of ECTS credits	6
Subject type	Lecture
Total number of hours	30
Didactic cycle	2025/2026
Academic semester	Winter
Academic year	
Education profile	Practical
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	mgr Lech Mikulski (MA)

### Semester, number of ECTS credits, class type, number of hours

Semester	Lecture	ECTS
	30	6

### 2. Subject objectives

C1	To familiarize students with the organization and economics of film production, in particular with the financial aspects of film production and distribution, including possible income and the risk of financial loss.
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### 3. Prerequisites

None

### 4. Learning content

W1	Knowledge: The student knows the basics of the organization and economics of film production. The student knows how the film industry and the film market work.	
U1	Skills: The student is able to initially calculate the cost of film production and decide on the profitability of a film project.	
K1	Social competence: The student is able to present his or her work to the public. The student can cooperate with others working on a film project.	

### 5. Treści programowe

Lecture (30 hours)

Code	Topic blocks (semester: V)
1	Introduction to the organization and the economics of film production.
2	Factors determining film production and legal forms of film production in Poland and in different foreign countries.
3	Financial hit or a flop. Financial successes and failures of current film production - case studies.
4	Costs and benefits - the relationship between the duration of the shooting period, the length of the film, and the possible revenues of the film.
5	Planning shooting schedule of the shooting period in the context of the economics of film production.
6	Film budget and its construction. Above the line and Below the line costs.
7	Film budget in Poland vs. international film budget. Budget categories, the costs and expenses on different stages of film production and how to control them in practice.
8	The impact of cost estimation on the economics of film production. Budget versions. The importance of rentals.
9	The film market in Poland - opportunities, possibilities and potential. Film market, film funds and film commissions. Modern ways of financing the production.
10	Financial support for film production offered by the Polish Film Institute - opportunities and challenges. Co-productions, tax refunds and other ways of cutting on expenses. Production risk and ways to minimise it.
11	Calculating the cost of promotion and distribution. Getting ready for the sales.

12	Film production company and its cash flow. Financial demands at different stages of film production.
13	Spectacular financial success or unexpected flop? Presentations and discussion of case studies of selected films from the history of cinematography, based on the list of 100 films prepared by the American Film Institute.

## 6. Teaching methods

Lecture	
	Lecture Case studies Discussion Project

## 7. Student workload

Form of student activity	Student workload
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Lecture	30 h.
Including the e-learning method::	0 h.

Total workload	
Student's individual work	30 h.
Total number of hours for the course	120 h.
Total number of ECTS credits	6 ECTS

## 8. Evaluation criteria

Course completion criteria:

Lectures (Final exam/Final pass)	
Grade 5:	Student was present on most seminars (more than 80%), being very active and the final project presentation was excellent. Student did at least one extra activity exercise.
Grade 4,5:	Student was present on most seminars (more than 70%), being active and the final project presentation was very well prepared and presented. Student did at least one extra activity exercise.
Grade 4:	Student was present on most seminars (more than 60%), being active on average and / or the final project presentation was well prepared or presented.
Grade 3,5:	Student was present on some seminars (60% or less) being active from time to time and / or the final project presentation was not so well prepared or presented.

<b>Grade 3:</b>	Student was present on some seminars (less than 50%) but not very active and / or the final project presentation was not so well prepared or presented.
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## 9. Reading materials

### Course reading materials:

Magdalena Oleszkowicz-Gałka & Lech Mikulski — Introduction to the Language and Economics of Film and Television Production, Kraków, 2020, Krakowska Akademia im. Andrzeja Frycza Modrzewskiego <https://repozytorium.uafm.edu.pl/items/aa9c92c3-6ee7-4e7e-b58e-88304356173c> [access: 12.06.2025]

### Suggested reading:

[1] Worthington C. — Producing, Lausanne, 2009, AVA Publishing SA [Especially recommended chapters on budget.]

[2] Jones C., Jolliffe G. — The Guerilla Film Makers Handbook, London, 2006, Continuum [Especially recommended chapter on sales and distribution. Check the content on CD please!]

[3] Goodell G. — Independent Feature Film Production: A Complete Guide from Concept Through Distribution, New York, 1998, St. Martin's Griffin

### Additional reading:

[1] Neumann P., Appelgren C. — The fine art of co-producing, Madrid, 2002, Media Business School

## 10. Additional information for students

Here are some useful links that we are going to use during the course:

AFI'S 100 YEARS...100 MOVIES — 10TH ANNIVERSARY EDITION (American Film Institut film list) <https://www.afi.com/afis-100-years-100-movies-10th-anniversary-edition/> [access: 12.06.2025].

Box Office Mojo - <https://www.boxofficemojo.com/> [access: 12.06.2025].

The numbers - <https://www.the-numbers.com/> [access: 12.06.2025].

Polish Film Institut - <https://pisf.pl/> [access: 12.06.2025].

Polish Box office on Polish Filmmakers Association - [https://www.sfp.org.pl/box\\_office](https://www.sfp.org.pl/box_office) [access: 12.06.2025].

## 11. Information about academic teachers

### Lecturer(s)

mgr Lech Mikulski (MA) - [lmikulski@uafm.edu.pl](mailto:lmikulski@uafm.edu.pl)