

MMA

Master of Arts Screen:
Business 2021

AFTRS

Become a Creative Leader
in the Global Screen Industry

The Australian Film Television and Radio School (AFTRS) is the nation's premier screen and broadcast school. By delivering future-focussed and industry-relevant training, AFTRS empowers Australian talent to shape and share their stories with the world. To ensure the School reflects Australian society and Australian stories, we support students from all backgrounds and locations.

Master of Arts Screen: Business

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Designed for a new generation of screen leaders, the Master of Arts Screen: Business and Leadership (MASBL) is Australia's foremost creative screen business course. For more than a decade, it has accelerated the careers of screen media practitioners, from producers to developers, founders, creative arts managers and many, many screen sector entrepreneurs. It has driven the expansion and growth of new and existing IP, generated numerous, sustainable start-ups, and led to monetisation of new technology through highly developed creative screen business models.

AFTRS is an industry-facing institution, uniquely positioned to offer a combination of theory and real-world practice that is unparalleled in Australia. AFTRS consistently ranks among the top 15 film schools in the world (The Hollywood Reporter), and the MASB delivers a high-level, best-practice postgraduate program in contemporary screen business and creative leadership.

Launched in 2005, the MASB has trained many influential creative and business leaders across the media sector. Long acknowledged as the first of its type in Australia, it has driven the expansion and growth of new and existing IP, generated numerous sustainable start-ups, and led to the growth and monetisation of new technology through highly developed creative business models.

AFTRS is an industry-facing institution, uniquely positioned to offer a balanced delivery of theory and real-world practice unparalleled in Australia. World-leading among film schools, AFTRS consistently ranking among the top fifteen film schools in the world, with its Master of Screen Business long acknowledged as one of the best postgraduate programs in contemporary screen business and creative leadership.

Importantly, as the industry develops and grows, so does the MASB, keeping pace with rapid changes in technology and screen business practice through a compelling mix of in-depth research and intensive workshops. And, in 2021, the offer will be expanded to meet the growing demand for more flexible, nationwide delivery. Maximising choice and accessibility, the MASB will now be offered in mixed modes, with teaching in face-to-face and online formats, with study patterns designed to be adaptable to individual student needs. Over a two-year, part-time, or one-year, full time program of teaching, workshops, mentorships and sophisticated interaction with the screen media industries, graduates will emerge with high-level leadership, financial and technical skills, ready to engage with the screen media industry as highly skilled practitioners, entrepreneurs and leaders in their chosen field.

The course emphasises intensive, practice-based development and skills training, balanced with theoretical frameworks that equip students to think critically and evaluate the complex, real-world problems encountered when engaging with the global screen media market. Students will gain core knowledge and skills in entrepreneurial leadership, collaboration and team management, financial management and modelling, strategic innovation, and the development processes and associated business planning modelling for content and project creation, from inception through to realisation. Throughout the course, there will be sustained, detailed research and analytical skills development and complex problem solving, directed at advanced analysis of existing and emerging screen technologies, and associated business opportunities. Engagement with the global industry, especially in Asia, is a feature of the course.

DURATION

Two years, part-time, with an option to graduate with a Graduate Certificate upon the successful completion of the first year.

DELIVERY

Part-time, Sydney, On campus.
Part-time, Online.
Full-time, Online or Sydney, On Campus.

ON CAMPUS ATTENDANCE PATTERN

Three-day weekends and intensives (timetable available end 2021).

ONLINE DELIVERY PATTERN

As per On Campus timetable (timetable available end 2021).

COURSE FEE

\$30,352 indicative total course tuition fee*

FINANCIAL SUPPORT

FEE-HELP approved + Indigenous Scholarships available.

*AFTRS tuition fees are reviewed each year and you are liable for the additional tuition costs if the tuition fees rise during the course of your enrolment.

Career Opportunities

AFTRS's Master of Arts Screen: Business is designed for the screen leader ready to engage with the unlimited potential of the media industries. Armed with a suite of financial and entrepreneurial skills, graduates of this course will create new businesses, lead creative teams in the creative arts and screen content sectors, and join a network of screen business alumni operating at the forefront of screen content around the globe.

AFTRS screen business alumni include: Chloe Rickard, Partner and COO, Jungle Entertainment; Bridget Callow-Wright, Midwinter Films; Angela Bates, Development and Investment Manager, Screen Australia Indigenous Department; Sue Maslin, Producer; Matt Hancock, General Manager SBS On Demand; Nathan Anderson, COO and Executive Producer, Start VR; Peter Drinkwater, CEO of Screen Audience Research Australia (SARA); and Paul Wiegard, Co-owner, Madman; Aaron Fa'Aoso, Lonestar Group

“In 2019, after completing the Master of Arts Screen: Business and Leadership, I had two very significant career opportunities open up. I am now working at a senior level of the industry, in areas that make a real impact. This course was an absolutely transformative experience for me, offering a deep understanding of the Global Screen Media industry, and a great overseas trip. It totally advanced my career and gave me the confidence I needed to really make a difference.”

Development and Investment Manager, Indigenous Department, Screen Australia.

Angela Bates, Master of Arts Screen:
Business and Leadership, 2018

Scholar- ships

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To ensure we reflect Australian society and Australian stories, AFTRS wants to work with students from a diverse range of backgrounds. To support this, the School has a range of scholarships available to assist degree course students with the costs associated with higher education. For details, visit the financial support section of the AFTRS website.

AFTRS Indigenous Scholarships

AFTRS Indigenous Scholarships are intended to assist Australian Aboriginal and Torres Strait Islander degree course students with the costs associated with higher education at AFTRS. These scholarships are awarded on the basis of merit or equity.

The School's fund for the scholarships is managed through AFTRS Indigenous and overseen by the AFTRS CEO. AFTRS may provide support to cover a range of expenses associated with a course. For example, AFTRS may contribute towards relocation costs, study resources and other costs, at the School's discretion. The amount of support may vary, from \$500 to \$10,000, depending on the student's individual circumstances and the course they've undertaken. In exceptional circumstances, financial support exceeding that threshold may be granted. Where a course runs for more than one semester, payments will be made each semester in equal instalments.

Available for all Master of Arts Screen disciplines, and Master of Arts Screen: Business and Leadership

Equity Scholarships

AFTRS Equity Scholarships are awarded to assist financially disadvantaged students with the costs associated with higher education. The scholarships are intended to support people from low socio-economic backgrounds, or who are otherwise under-represented in higher education.

Available for all Master of Arts Screen disciplines

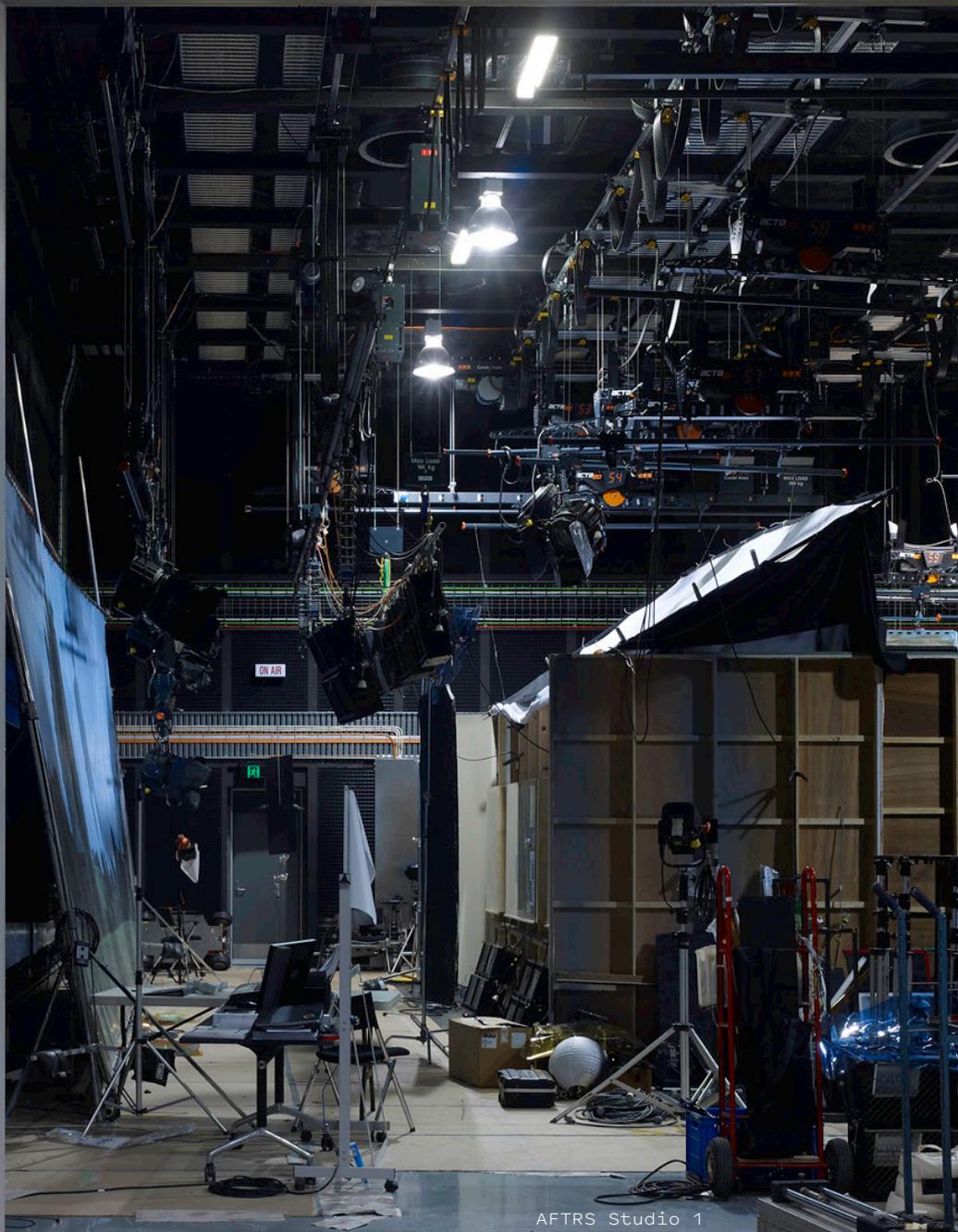
Master of Arts Screen Indigenous Scholarships

Funds for this scholarship are provided by The Kenneth Myer Fellowship Trust. There are TBC scholarships available in 2020. Each scholarship is valued at up to \$25,000 and is for one year only. \$12,500 will be awarded each semester, to be paid following the applicable census date. Payments are conditional on the recipient continuing to meet the eligibility and disadvantage criteria, remaining enrolled and in good academic standing.

Available for all Master of Arts Screen disciplines

For details of how to apply for AFTRS Scholarships, visit the Future Students section of the AFTRS website.

STUDIO



AFTRS Studio 1

Australian Film Television
and Radio School

CRICOS PROVIDER CODE 03662D

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Sydney NSW 2021

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YouTube	/AFTRSShowcase



Australian Government

AFTRS

AFTRS would like to acknowledge the Traditional Owners, the Bidjigal people and Gadigal people of the Eora Nation, on whose land we meet, work, study and teach. We pay our respects to Elders past and present, and extend our respect to Aboriginal and Torres Strait Islander people from all nations of this land.