

MAA

Master of Arts Screen:
Business 2022

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

Designed for a new generation of screen leaders, the Master of Arts Screen: Business (MASB) 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.

The course is comprised of eight subjects. All students will begin with a foundational finance subject and end their course with a capstone project. Complemented by a subject drawn from a list of electives, the Capstone Project is a major, concluding piece of work undertaken by each student.

DURATION

Either one-year full time, or two-years, part-time.

DELIVERY

Sydney or Remote/Online Across Australia.

ON CAMPUS ATTENDANCE PATTERN

A mixture of three-day weekends and intensives (timetable available end 2021), and remote and online study. Note: Depending on your semester start some subjects will be offered only in remote/online format.

REMOTE/ONLINE

All subject accessed remotely with combination of synchronous (real time) classes following the same pattern as On Campus timetable (timetable available end 2021). Noting some subjects delivered only in online format. Note: Depending on your semester start some subjects will be offered only in remote/online format.

COURSE FEE

\$30,864 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.

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About the MASB

Launched in 2005, the MASB delivers a high-level, best-practice postgraduate program in contemporary screen business and creative leadership. It 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.

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 2022, 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 remote online formats, with study patterns designed to be adaptable to individual student needs, including a choice of electives. The program consists teaching (lectures and online learning material), 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.

Career Opportunities

AFTRS' MASB 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, graduate of this course will create new business, 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 Master of Arts Screen: Business (screen business alumni include: Chloe Rickard, Partner and COO, Jungle Entertainment; Bridget Callow-Wright, Midwinter Films; Angela Bates, Development and Investment Manager, Screen Australian Indigenous Department; Sue Maslin, Producer; Matt Hancock Nathan Anderson, General Manager SBS On Demand; Nathan Anderson, COO and Executive Producer, Start VE; Peter Drinkwater, CEO of Screen Audience Research Australia (SARA); Paul Wiegand, Co-owner, Madman; and Aaron Fa'Aoso, Lonestar Group.

“The Master of Arts Screen: Business helped me realise my goal of becoming a partner at Jungle Entertainment.”

COO and Executive Producer, Jungle Entertainment.

Chloe Rickard
Master of Arts Screen: Business, 2015



STUDIO 1

ON AIR

AFTRS Studio 1

Australian Film Television and Radio School

CRICOS PROVIDER CODE 03662D

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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.