

# MASEB

# AFTRS

Australian Film Television  
and Radio School

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Master of Screen Arts: Business

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# THE MASB IS AN ENTREPRENERIAL COURSE

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**You will already have some skills and experience in screen business and creative leadership but might be...**

- at a career cross-roads
- in need of strategic planning and career planning

**You will want to...**

- build businesses
- accelerate or transform your career
- test your capacity to engage with and lead the Australian screen business sector

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## Three Streams:

1. Finance & Business
2. Entrepreneurial Leadership
3. Innovation & Technology

These are blended towards one outcome:  
an entrepreneurially-minded leader ready  
for the challenges and opportunities in  
today's screen media sector

- Unique blend of Business and Leadership with high-level Mentoring, industry guests and specialists
- Strong Peer Group Learning
- Real world research and applications
- Practical Outcomes –Business and Marketing Plans, Screen Media Analytical skill and considered, detailed Strategic Pathways for your career
- Personal Growth Strategy – you will acquire the skills needed to thrive in the screen media industry
- Tech Smart: You will emerge with the inside running on how the screen media sector changes and grows
- Fee help approved

## The Course:

- Eight Subjects = Seven Core + One Elective
- Choose your pathway according to your needs
- Complete the Course between 1 and 4years

# International Engagement and Overseas Study



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# SELECTION CRITERIA

## WHAT ARE WE LOOKING FOR?

- Demonstrated experience or skills relevant to screen business
- A proven capacity for Creative Leadership
- A willingness and capacity to engage in strategic thinking, create new endeavours, reflect and research on the opportunities in the screen media industries.

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# APPLICATION TASKS

## **CV**

A professional Curriculum Vitae. Include information you believe the admissions committee should know about you that would assist in your application to the school.

## **Project Statement**

Submit a one-page statement (approximately 500 words - PDF format) outlining a proposal for a current business project or career strategy that you are interested in pursuing.

## **Personal Statement**

A statement (500 words) that outlines your personal goals and how your prior experience and participation in this course will contribute towards you achieving these

# A Quick Discussion on Screen Media

The ever changing industry

What is really going on here?



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QUESTIONS?

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