

MASB

Master of Arts Screen:
Business

Course Guide 2027

AFTRS

Lead the Next Generation
of Content Creators

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Overview of this Course Guide

Navigation

This Course Guide is structured in four sections and covers the key aspects of your AFTRS course enrolment. It explains how the course works, what is expected of you, and where to find support from your first class through to graduation, and your transition and employability into industry.

The guide is organised into four sections:

Section 1: Key Course Information	- Section 1 provides key information on the structure and expectations of the course, such as study loads and learning responsibilities. - Here, you will find useful information on graduate capabilities, course structure, and course progression for domestic and international students.
Section 2: Structure and Content	- Section 2 focuses on the structure and content of the postgraduate degree program. - Here, you will be able to gain a clear understanding of the degree, and how and why we teach the way we do.
Section 3: Assessment	- Section 3 covers the AFTRS approach to learning and assessment. - Here, you will find a detailed explanation of AFTRS' assessment strategy.
Section 4: Subject Overviews	Section 4 provides overviews of all core and elective subjects

Other Key Documents

This Course Guide works alongside a few other important documents, so make sure you take some time to read them.

AFTRS student policies and forms	On our website, you'll find a list of important documents that may impact you while you study. We recommend familiarising yourself with the types of documents available in case you need them.
Fees Schedule	You should also check the Fees Schedule, where you will find details about tuition fees, study periods, census dates, credit points, and *EFTSL values.
Student Handbook	You should familiarise yourself with the Student Handbook, which explains the rules for your course and covers things like the Code of Conduct, progress requirements, managing your study, academic support, referencing, complaints, and key academic policies. It is your responsibility to know this information.
Subject Outlines (you'll find these in Moodle)	In each subject, you will receive a Subject Outline that clearly sets out what you will study, including session topics, assessment tasks, marking criteria, deadlines, and further reading, so you know exactly what to expect.

Introduction

Statement of Commitment: AFTRS First Nations Strategy

1. We recognise First Nations people's sovereignty and self-determination as dynamic, diverse and place-based.
2. We recognise the ethics, values, and knowledges of First Nations communities.
3. We honour and uphold the commitment to First Nations education and media training.
4. We respect, value, and apply First Nations knowledges, knowledge systems, technologies, and the development of culturally responsive pedagogies and practices.
5. We are committed to efforts and initiatives that build intercultural relationships, ethical relationality, and the collective approach to prioritise First Nations community governance.
6. We are committed to ongoing mutual learning and growth and understanding that this living process will have no 'finish' or 'end' date.
7. We acknowledge that First Nations knowledge systems are dynamic, living, and undergo constant processes of renewal.
8. We will use project-based approaches to explore engagements between Eurocentric and First Nations Knowledges to create, inspire and generate awareness and appreciation across knowledge systems.
9. We recognise the centrality of relationships of First Nations kinship systems, extending into the biosphere, known as 'kincentric ecologies'.

Course Completion Requirements

You are expected to take an active role in your learning. Stay on track by attending sessions, working in a collaborative and respectful way, and completing your coursework, assessments, and projects on time.

AFTRS has a set of "progression rules" that we use to ensure that you are able to move through each semester, and to complete the course. You will find the Progression Rules in the AFTRS Student Handbook.

Learning Support

If you ever need support to stay on track, please reach out early. This is particularly important if you need support to meet assessment due dates.

You may benefit from additional support at different points in your studies. For example, you may be living with a disability or chronic health condition, have caring or community responsibilities, or simply learn better with small adjustments to your learning environment. We also recognise that First Nations students may benefit from culturally safe networks and tailored support.

Supports are here to help you meet course requirements with confidence, so we encourage you to reach out early and make the most of what is available to you.

You can talk with Student Centre about your learning needs and the support available to you. You'll also find more information in the Student Handbook under Wellbeing & Support.

Mandatory training

As an AFTRS student, you must complete several activities in your first semester:

- The Required Learning Module Suite, which contains the *Introduction to Indigenous Media Ethics and Aesthetics (IIMEA)* module and then *Academic Integrity* module.



International Students

Key information for international students will be identified in this document with an icon for your quick reference.

Collaboration

Collaboration is an important part of this course, and you'll be working with others on assessment tasks throughout your studies. To contribute effectively, you'll need to attend classes, work closely, and communicate clearly and timely with your peers for the best possible outcome for the team. You will also be assessed on your collaboration skills throughout the course, as it is an essential skill working in the industry.

Inherent Requirements

To complete this course, you need to meet a set of inherent requirements. These are essential abilities, knowledge and skills needed to achieve the learning outcomes of the course and maintain the academic integrity of the school's learning, assessment and accreditation processes.

For this course you are required to be able to do the following:

Communicate Effectively

- Present your work to peers, staff and industry professionals
- Understand and respond to spoken and written communication
- Communicate respectfully about various topics with people from a range of backgrounds and perspectives

Develop and reflect on your creative practice

- Create and reflect on a range of practical projects
- Generate ideas and bring them to life within your creative discipline
- Accept and reflect on feedback about your work

Meet physical and practical requirements

- Regularly attend classes and proactively inform AFTRS when you cannot attend
- Follow all work health and safety WH&S requirements
- Complete required inductions
- Take responsibility for the hire, use and return of equipment
- Participate in production and/or broadcast activities that require extended contact hours

Use your thinking and organisational skills

- Collect and organise information
- Declare sources and tools used to create work
- Apply both theory and practice to your work
- Recall and use relevant information
- Manage your time effectively to complete tasks

Interpersonal skills

- Follow the AFTRS Charter of Conduct and Student Code of Conduct
- Behave in safe and respectful ways
- Collaborate with others in the spirit of reciprocity
- Manage challenges and respond constructively to conflict
- Moderate your own emotions
- Contribute to a positive and inclusive learning culture

Engage with required technologies

- Use AFTRS systems and platforms as needed
- Check your student email and Teams regularly
- Complete all required online orientation modules

Section 1: Key Course Information

Course Name	Master of Arts Screen: Business	
Course Code	MAARTSSB	
Award	Masters Degree	
AQF Level	Level 9 – Postgraduate	
Standard Full-time Duration	2 semesters	
Candidature Period	6 years	
Total Credit Points	48 credit points	
Student Type	Domestic students	International students 
Course Type & Study Load	Flexible course	Fixed course: Full time
Minimum Credit Points per semester	12 credit points* See course rules	24 credit points
Maximum Credit Points per semester	24 credit points	24 credit points
Mode(s) of Delivery	Multi modal (MM), fully online (FO)	Multi modal (MM)

You'll find additional information about *Candidature Periods*, *Credit Points (CP)*, *Mode of Delivery (Modes)*, and *Volume of Learning (VOL)* in the AFTRS Student Handbook.

Course Learning Outcomes

INDUSTRY FORMS & PRACTICE	Research and evaluate the political, economic, cultural, and social dynamics of the local and global screen business industries and develop solutions to identified issues.
BUSINESS ACUMEN	Analyse, identify, and communicate sophisticated business models through the critical evaluation of financial frameworks and measures.
PEOPLE SKILLS	Develop and deploy an approach to leadership in their business or career to achieve a defined outcome.
FRAMEWORKS & PERSPECTIVES	Deploy appropriate research methods and strategic frameworks applicable to the screen media industries, and an approach to innovation to construct a competitive business advantage, overcoming issues and planning for future growth.
ANALYSIS	Critically appraise the screen media market potential and formulate an approach to reaching audiences/customers that aligns to a screen product or company.

Course Rules

- The MASB is usually completed as a one-year full-time course, however, you can select your own volume of study, from a recommended minimum of two up to a maximum of four subjects per semester.

Taking at least two subjects can help you stay connected with others in your course, keep up your momentum and make the most of shared learning and facilities.

We understand your circumstances may affect how much you can study each semester. If you need to study fewer than two subjects in a semester, you can talk with Faculty and the Student Centre to plan a study load that works for you.

- Students must complete 7 core subjects and 1 elective subject.
- SCNB1026 - Entrepreneurial Finance (core) must be undertaken in the commencing semester of the course.
- SCNB1029 - Capstone Project (core), must be undertaken in the final semester of study (it may be undertaken at the same time as any other subject, except SCNB1026).
- All other subjects can be undertaken in any order, but are subject to scheduling. That is, subjects are offered in a fixed position in nominated semesters.
- Electives will only be delivered if minimum numbers are reached.
- If you are an international student, you must undertake a mandatory study plan.
- SCNB1036: *Entrepreneurial Leadership A (Practicum)* is available to domestic students only.

Core Subject List

Code	Name	Mode	CP	VOL	Sem 1	Sem 2
SCNB1026	Entrepreneurial Finance	F2F; FO	6	144	✓	✓
SCNB1025	Leadership in the Creative Industries	F2F; FO	6	144	✓	
SCNB1033	Managing Growth and Technology	F2F; FO	6	144	✓	
SCNB1032	Screen Media Project Development	F2F; FO	6	144	✓	✓
SCNB1024	Market and Platform	F2F; FO	6	144		✓
SCNB1028	Enterprise and Innovation	F2F; FO	6	144		✓
SCNB1029	Capstone Project	F2F; FO	6	144	✓	✓

Elective Subject List

Code	Name	Mode	CP	VOL	Sem 1	Sem 2
SCNB1035	International Screen Media Policy and Finance	FO	6	144	✓	
SCNB1036	Entrepreneurial Leadership A (Practicum)*	MM	6	144		✓
SCNB1037	Entrepreneurial Leadership B (Practicum) [†]	MM	6	144		✓

*SCNB1036 - *Entrepreneurial Leadership A (Practicum)* and SCNB1037 *Entrepreneurial Leadership B (Practicum)* incur an incidental fee. Please refer to the [Schedule of Fees for Domestic and International Students](#)

[†]International students only.

Alternative Exit Qualifications

- If you do not complete the requirements of your course, you may apply for an alternative exit qualification.
- You must have met the requirements outlined in the table below:

Code	Award	Credit Points	Subjects
GCSCNBCO	Graduate Certificate Screen: Business	24	4 subjects
GDSCNBCO	Graduate Diploma Screen: Business	36	6 subjects

Study Plans

Domestic students

- You may select a recommended study plan (you don't have to).
- You may 'leave' a selected study plan at any time by informing the Student Centre.
- If you do not have a study plan, you must ensure you complete the course within the candidature period by selecting your subjects for enrolment each semester.



International students

- The course has a registered duration of 39 weeks on the [CRICOS register](#).
- You must follow a mandatory study plan (there is one for each semester intake).
- You will be enrolled into your subjects as prescribed by the mandatory study plan.
- If, at any point, you are unable to progress according to the study plan AFTRS will work with you to develop a personalised study plan to complete the remainder of your course.
- Your visa requirements also require that you undertake no more than 2 subjects in the fully online (FO) mode of delivery.

Full-time study plan 1

- Semester 1 intake (main application round)
- International students must follow this plan
- Domestic students may choose to follow this plan

Year	Semester	Subject 1	Subject 2	Subject 3	Subject 4
1	1	SCNB1025	SCNB1026	SCNB1033	SCNB1032 <i>or</i> Elective
	2	SCNB1024	SCNB1028	SCNB1029	SCNB1032 <i>or</i> Elective

Full-time study plan 2

- Semester 2 intake (mid-year application round)
- International students must follow this plan
- Domestic students may choose to follow this plan

Year	Semester	Subject 1	Subject 2	Subject 3	Subject 4
1	2	SCNB1024	SCNB1026	SCNB1028	SCNB1032 <i>or</i> Elective
2	1	SCNB1025	SCNB1029	SCNB1033	SCNB1032 <i>or</i> Elective

Part-time study plan 1

- Semester 1 intake (main application round)
- Domestic students only

Year	Semester	Subject 1	Subject 2
1	1	SCNB1025	SCNB1026
	2	SCNB1024	SCNB1028
2	1	SCNB1033	SCNB1032 <i>or</i> Elective
	2	SCNB1029	SCNB1032 <i>or</i> Elective

Part-time study plan 2

- Semester 2 intake (mid-year application round)
- Domestic students only

Year	Semester	Subject 1	Subject 2
1	2	SCNB1024	SCNB1026
2	1	SCNB1025	SCNB1033
	2	SCNB1028	SCNB1032 <i>or</i> Elective
3	1	SCNB1029	SCNB1032 <i>or</i> Elective

Section 2: Content and Structure

Course Rationale

The Master of Arts Screen: Business (MASB) is a transformational program designed for career professionals from the screen media sector. It aspires to develop graduates who are visionary, highly skilled leaders, and entrepreneurs able to enrich Australian culture, expand and grow the screen media economy, build businesses and / or achieve high-level, sustainable careers in the dynamic, fast-moving, global screen media landscape.

The course is made up of three streams: **finance**, **strategic leadership**, and **technology**. In each of these streams, business opportunity and project development are embedded, whether it be in the creating, pitching and producing domain of film, television and online content; or event creation and curation; or creation and management of audio / visual works; or immersive media.

You'll be supported by experienced teachers and mentors who focus on helping you achieve practical, real-world outcomes. You'll learn how to think critically and apply theory to the kinds of complex challenges you will face in the global screen media industry.

You'll also take part in ongoing research activities. These give you the chance to explore new and emerging markets, including opportunities in nearby regions.

You'll build core knowledge and skills in:

- Entrepreneurial Leadership
- Complex Collaboration and Team Management
- Financial Management and Modelling supporting Project Development and Content Creation
- Business Growth, International Market Access, and Opportunities in New Markets
- Strategic Innovation
- Adaptation of New Technologies

A range of industry-standard documents and templates complement the student toolkit, including:

- Finance plans
- Marketing plans
- Production Budgets and cash flow spreadsheets
- Pitch decks: financial, creative, and start-up, ready-to-go funding applications.

When you graduate, you will be ready to move into the screen media industry or related fields. You will have practical leadership, financial, and technology skills that employers value. You'll be prepared to work as a professional practitioner, start your own business, or lead projects and teams in your chosen area.

Industry connections

AFTRS is a practice-based, industry-focused teaching institution. Industry contact is hardwired into the course through the extensive use of screen industry professionals and tutors, teaching the very latest industry practices, engagement with major companies and enterprises in the region, with emphasis always on emerging career and business opportunities. Industry links are both international and domestic and, throughout the course, you will be benchmarking domestic practice against international standards.

In addition to expert teaching staff, a variety of specialist guest tutors and guest speakers will share their expertise with you. The course content is also reviewed regularly by AFTRS' Industry Advisory Groups and alumni working in industry to ensure it remains at the forefront of innovative industry practice. In addition, we conduct an annual industry survey as part of our curriculum review.

Section 3: Teaching and Assessment

Overview

The MASB is a combination of lectures, targeted tutorials, workshops, and self-directed learning, delivered in block format across a variety of pathways and study options. A key outcome of the course is the ability to conduct primary research and deliver key findings and reports with high-level presentation skills.

You will also have an opportunity to work peer-to-peer and in teams to deliver complex, industry-focused presentations and demonstrate high-level problem-solving skills.

People skills, particularly, peer-to-peer learning and collegiality are an important feature of the course and are a necessary part of interaction with the Course Aims and Outcomes.

The course culminates in the delivery of a Capstone project of your choice.

Learning Categories

These are the three broad methods through which you are delivered the course content.

Direct teaching

- This takes place in classrooms or workshops.
- You'll work through planned activities in real time, with guidance and support from teaching staff.
- This can include lectures, seminars, tutorials, and workshops. Some direct teaching may also happen online or remotely.

Guided learning

- This includes tasks set by your teachers.
- You may complete these during class time or in your own time.
- These activities often support your independent study and help you prepare for classes or assessments.

Self-directed learning (SDL)

- This is time set aside for you to manage your own study.
- This gives you space to build on what you've learned in class.
- You might use this time to work on assignments, collaborate with others, complete readings or viewing, carry out research, or use AFTRS facilities and equipment, depending on availability and relevant guidelines.

Teamwork is a core part of the course. You'll work with others both in class and outside class as part of team-based assessments. Your participation and collaboration contribute to meeting assessment requirements and to how your people skills are assessed.

Learning Activities

These are the actual activities within each learning category that comprise the required volume of learning for a subject.

Activity	Description	Learning Category
Live lectures	Live lectures introduce key ideas, skills, and concepts for each subject. You may be able to attend these sessions on campus or online, depending on how the subject is delivered.	Direct teaching
Pre-recorded lectures	Pre-recorded lectures are available online. You can access lecture recordings, slides, and supporting materials through Moodle, so you can review content at a time that suits you.	Guided Learning

Activity	Description	Learning Category
Workshops	Workshops focus on hands-on learning. You'll build skills and apply ideas through practical activities, working on campus or with industry partners in real time.	Direct teaching
Asynchronous (online) content	Asynchronous content lets you learn at your own pace. You'll work through short videos, readings, or activities and complete related tasks independently. You can choose to share your work and receive feedback from your peers or teaching staff.	Self-directed learning
Mentoring and tutorials	Mentoring and tutorials offer more personalised support. These are individual or small-group sessions that you can book with a tutor when you need guidance or feedback.	Guided Learning/ Self-directed learning
Teamwork	Teamwork is part of many subjects. You may work in small teams for assessment tasks or take part in larger collaborative projects, including practicums and colloquia.	Guided Learning/ Self-directed learning
Colloquia	Colloquia are small, discussion-based sessions focused on research and ideas. Led by a lecturer or tutor, these sessions support the deeper research you'll undertake as part of your Capstone Project.	Direct teaching

Mentoring & Feedback

Feedback is an important part of studying at AFTRS.

You will receive feedback in a range of contexts, including your assessments and your practical work. You are also encouraged to seek feedback and mentoring with your lecturers by scheduling meeting times to discuss your skills development, assessments or your broader goals.

We use a strengths-based approach to giving feedback. This includes highlighting what you did well, and what you could work on for next time. This feedback model is designed to help you improve your practice.

Assessment strategy

Assessments are designed to ensure that you have met the course learning outcomes. Good assessments, however, also form part of the teaching and learning experience as well as provide feedback that supports your continued development.

While assessment and specific grades are important, the ultimate objective is to further your learning. It is not unusual for one student to receive a lower mark than another student, but to have learnt more because they challenged themselves and took creative risks in their work. This should be celebrated and is one of the important reasons AFTRS places so much emphasis on the reflective elements of assessment.

It is also worth noting that while your career objective may be to master your craft, your objective at the school is to learn how to master your craft. This is a subtle and important difference.

Strategy	Description	Assessment Output Examples
Formative assessments	Formative assessments support your learning as you go. They help you check your understanding, practice new skills, and receive feedback you can use to improve. You may complete these at different stages of an activity or project to help you identify what is	Examinations, Quizzes, tutorial presentations, and reports.

	working well and where you can build confidence or adjust your approach.	
Summative assessments	Summative assessments allow you to show what you have achieved by the end of a subject. They focus on how your work aligns with the course and subject learning outcomes and contribute to your final grade.	Critical analysis and a pitch and/or presentation.

Assessment structure

Scaffolding

- Your assessments are scaffolded. This means each task builds on the previous one.
- You should complete assessments in the order they are designed, as each one supports your learning for the next.

Weighting

- Each assessment has a different weighting. This means each task contributes a set percentage to your overall result.
- Weightings are not always equal. They reflect the importance of each task and how it connects to other assessments.

Learning Outcomes & Marking Criteria

Assessments should be viewed as targeted exercises. Lecturers are looking at how you are able to demonstrate the subject learning outcomes. The ways in which you are asked to demonstrate the learning outcomes for that assessment are described in the marking criteria that is noted in your subject outlines.

You should familiarise yourself with the marking criteria and rubrics. A piece of work may be excellent, but if it is not demonstrating the learning required, as outlined in the assessment briefs, then it may not receive a good mark. If you are unsure about the meaning of learning outcomes and marking criteria, you are welcome to discuss with your teacher to help you “unpack” them.

Section 4: Subject Overviews

Subject: Entrepreneurial Finance

Subject code	SCNB1026
Credit Points	6
Mode of Delivery	Fully online
Subject type	Core

Subject Overview

In this subject, you will learn how to turn ideas into sustainable screen media start-ups and creative businesses. You will build practical skills in managing money, planning growth, and making informed business decisions.

You will explore the different roles involved in a start-up from a financial perspective, including founders, team members, investors, and financial advisors. You will also learn about common ways screen businesses raise funding, such as angel investment, venture capital, and private equity. A strong focus is placed on helping you clearly explain your ideas, present business plans and finances, and make a convincing case to investors or clients.

Throughout the subject, you will practice key skills such as building budgets and financial models, comparing costs and benefits, valuing a business, and using financial information to support strategic decisions. You will also learn how businesses plan for long-term success, including growth pathways and exit strategies.

This subject forms part of a broader group of finance and business subjects, alongside *Managing Growth and Technology* and *Entrepreneurial Leadership*. Together, these subjects support you to develop confidence in creative leadership and business thinking.

If you are new to finance or spreadsheets, additional support is available. Before the subject begins, you can choose to complete the online **Financial Management and Modelling** pre-module. This optional module introduces basic financial concepts and provides guided support in Excel to help you feel prepared.

Subject Learning Outcomes

BUSINESS ACUMEN (LO 2)	Critically evaluate the financial drivers for a new business case in order to present a compelling business case narrative for a new venture to key stakeholders and investors.
PEOPLE SKILLS (LO 3)	Interpret established industry frameworks to create and cost a structured management and staffing plan for a new venture.
ANALYSIS (LO 5)	Research and apply the practice of constructing financial models for new ventures, with sophisticated forecasting of revenues and timelines, and profiling prospective income and realised value.

Subject: Leadership in the Creative Industries

Subject code	SCNB1025
Credit Points	6
Mode of Delivery	Face-to-face or fully online
Subject type	Core

Subject Overview

In this subject, you will explore what leadership looks like in today's screen media industry. You will examine how people lead creative teams, start ventures, and make decisions in real-world production and business settings. The focus is on practical leadership skills you can use, alongside an understanding of ethical practice and workplace responsibility.

You will learn about different leadership approaches, including how leaders manage teams, respond to change, and support creative work. The subject also helps you build confidence in decision-making, negotiation, and forming effective creative teams. These skills support your growth as a leader who can work thoughtfully with others and navigate complex industry environments.

The subject also looks at entrepreneurial leadership beyond individual companies. You will explore how government and public policy shape opportunities in the screen media industry. This includes examining how state and federal policies influence funding, growth, sustainability, and creative risk-taking across the sector. By looking at the development of the Australian screen industry, you will assess how policy decisions can support—or limit—innovation and long-term viability.

This subject is part of a broader group of entrepreneurial studies, including *Enterprise and Innovation*, *Managing Growth and Technology*, and related content in *Market and Platform*, *Screen Media Project Development*, and *Entrepreneurial Leadership*. Together, these subjects support you to think critically, lead creatively, and engage with the screen industry in informed and meaningful ways.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Explore how to manage high performing talent and maximise creativity, including testing and evaluating approaches to ethical behaviour, communication and persuasion within a team.
PEOPLE SKILLS (LO 3)	Identify and practice techniques of presentation and persuasion in communicating business and creative ideas to stakeholders, media and decision makers.
FRAMEWORKS & PERSPECTIVES (LO 4)	Critically analyse and evaluate a range of approaches to contemporary creative leadership, entrepreneurialism, and public policy in the screen media industries.

Subject: Enterprise and Innovation

Subject code	SCNB1028
Credit Points	6
Mode of Delivery	Face-to-face or fully online
Subject type	Core

Subject Overview

In this subject, you will learn the core ideas behind starting new businesses and developing enterprise level strategies. The focus is on innovation and how new ventures emerge, grow, and find their place in changing industries. You will explore how new technologies create opportunities and how creative entrepreneurs respond to them in practical ways.

You will use simple strategy tools to understand how industries work, how competition shapes opportunities, and how new businesses can build an advantage that is sustainable and able to grow. You will also explore ways to spark innovation and connect with different audiences and customer groups.

Alongside this, you will take part in practical learning activities. Industry guests and hands on workshops will help you see how technology driven ideas move from concept to real world application. Case studies will give you insight into how entrepreneurs test, adapt, and implement new technology-based opportunities.

This subject is part of a broader group of entrepreneurial studies, including Leadership in the Creative Industries, Managing Growth and Technology, Screen Media Marketing, Screen Media Project Development, Entrepreneurial Leadership, and International Screen Media Policy and Finance. Together, these subjects support you to build confidence, curiosity, and practical skills for creative and business leadership.

This subject focuses specifically on start-ups and early-stage ventures. It differs from Managing Growth and Technology, which looks at strategy within established organisations.

Subject Learning Outcomes

BUSINESS ACUMEN (LO 2)	Identify approaches to innovation, tools and technology that can aid the implementation of new business models or the process of introducing new business models to the market.
PEOPLE SKILLS (LO 3)	Explore how to introduce and manage innovation within a team and enhance business related creativity and productivity.
FRAMEWORKS & PERSPECTIVES (LO 4)	Consider how broader industry, market, and economic dynamics relate to the screen and media industries when generating strategies for the creation of new or start-up businesses.
ANALYSIS (LO 5)	Test and evaluate through research and financial modelling a new business model's viability within the marketplace, and how to apply these principles to your own business or product.

Subject: Market and Platform

Subject code	SCNB1024
Credit Points	6
Mode of Delivery	Face-to-face or fully online
Subject type	Core

Subject Overview

In this subject, you will learn how to plan and position creative work effectively in the marketplace. You will explore how individuals and organisations understand where they sit in the market and how they connect with audiences, clients, and industry partners.

You will develop practical skills in identifying and engaging clients when launching a product. You will explore how audiences behave, how branding works in the screen media industry, and how marketing choices connect to creative and economic goals. You will also learn how to bring different skills together to define clear values and set realistic and meaningful marketplace goals.

A strong focus is placed on communicating ideas clearly and persuasively. You will learn how to create marketplace reports and presentations that are both viable and engaging. You will also explore how to identify appropriate roles, staffing needs, and industry support to help projects and organisations succeed.

The subject supports the development of an entrepreneurial mindset. You will learn how to stay flexible in shifting and fragmented markets and how to recognise opportunities in changing economic conditions. Through practical sessions, you will build confidence in persuasion and communication and learn how to market and brand both creative work and yourself as a practitioner.

This subject is part of a broader group of entrepreneurial studies, alongside *Leadership in the Creative Industries*, *Managing Growth and Technology*, and *Screen Media Project Development*. Together, these subjects support you to engage thoughtfully with the screen industry and develop skills you can carry into a wide range of creative and professional roles.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Think critically about the importance of marketing and brand principles and strategic career decision making and business planning.
BUSINESS ACUMEN (LO 2)	Create a fully integrated business plan, incorporating brand and marketing positioning, using appropriate business, client, audience and marketplace frameworks.
PEOPLE SKILLS (LO 3)	Understand the relevant roles, structures and ethical and social responsibilities involved in taking a business proposal to the market.
FRAMEWORKS & PERSPECTIVES (LO 4)	Develop strategies and frameworks for identifying and exploiting opportunities in the media sector through Marketing and Branding.

Subject: Managing Growth and Technology

Subject code	SCNB1033
Credit Points	6
Mode of Delivery	Face-to-face or fully online
Subject type	Core

Subject Overview

In this subject, you will explore how established screen media businesses grow and adapt in a competitive and fast changing environment. You will look closely at real world management practices and consider what helps organisations succeed over time.

You will examine key management ideas and learn how leaders make informed, independent decisions. The subject focuses on building your confidence in using judgement, weighing options, and responding to challenges. You will also explore how advances in technology shape business growth and create both opportunities and risks.

A strong theme of the subject is learning how to work with change. You will explore how businesses create environments where new ideas can develop, how leaders respond to innovation, and how organisations adapt their structures and practices to stay relevant.

This subject is part of a broader group of entrepreneurial studies, including *Leadership in the Creative Industries*, *Enterprise and Innovation*, *Screen Media Project Development*, *Market and Platform*, and *Entrepreneurial Leadership*. Together, these subjects support your development as a thoughtful, flexible, and confident creative leader.

This subject focuses on **existing screen media businesses**. It differs from *Enterprise and Innovation*, which centres on start-ups and early-stage ventures.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Evaluate underlying technological, economic, and social drivers of business growth in local and global screen industries and develop solutions to identified issues, and opportunities arising from industry practice.
BUSINESS ACUMEN (LO 2)	Synthesise key issues for managing growth in existing companies and evaluate a growth strategy applicable to their own business venture or enterprise.
FRAMEWORKS & PERSPECTIVES (LO 4)	Analyse and evaluate strategic frameworks and complex structures to construct competitive business models and strategies for growth and scale.

Subject: Screen Media Project Development

Subject code	SCNB1032
Credit Points	6
Mode of Delivery	Face-to-face or fully online
Subject type	Elective

Subject Overview

In this subject, you will explore how new creative screen and audio projects move from idea to reality. It is designed for people working across the screen media and creative industries, including producers, musicians, technology entrepreneurs, publishers, and those involved in events, festivals, and arts curation. The focus is on understanding the development process that shapes strong and sustainable creative work.

You will look closely at the current screen media landscape to identify opportunities and shape projects that align with your interests and long-term goals. You will choose a project or event to develop and use it as a foundation for your learning. Through this work, you will research your chosen area, analyse ideas, build budgets, and plan how to deliver your project effectively.

You will also develop practical skills in preparing creative and professional materials. This includes writing scripts, synopses, and story bibles, as well as building confidence in presenting and pitching ideas using visual formats. Alongside creative development, you will learn about the financial side of the development process, such as budgeting, project slates, funding pathways, and how public and private funding sources shape Australia's creative industries.

Readings support your learning and help you prepare for each session. You will also have access to guest talks from industry practitioners. While these sessions are optional, they offer valuable insights into real world practice and different pathways to success in the screen media industry.

This subject is part of a broader group of entrepreneurial leadership studies, including Leadership in the Creative Industries, International Screen Media Finance and Policy, Enterprise and Innovation, Managing Growth and Technology, and Market and Platform. Together, these subjects support you to develop creative confidence, industry awareness, and practical skills you can use across a wide range of professional contexts.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Demonstrate an understanding of the economic, cultural and policy dynamics of the creative industries in Australia.
BUSINESS ACUMEN (LO2)	Demonstrate an understanding of existing and past practice, and opportunities for commercial and cultural engagement new forms of screen and digital technology.
PEOPLE SKILLS (LO 3)	Develop and deploy an approach to leadership in their business or career to achieve a defined outcome.
FRAMEWORKS & PERSPECTIVES (LO 4)	Critically analyse and evaluate a range of approaches and responses to the impact of screen and digital technology on creative practice, business models and audience expectations.

Subject: International Screen Media Policy and Finance

Subject code	SCNB1035
Credit Points	6
Mode of Delivery	Fully online
Subject type	Elective

Subject Overview

In this subject, you will take part in a hands-on practicum where you work in a group to design and present a live conference style session. Your session will focus on current international finance and policy issues relevant to the screen industry.

You will begin with guided learning and self-directed learning in international screen finance and policy to build shared knowledge and context. From there, you will plan and develop session ideas and concepts. The conference session you create is a **learning exercise**, not a public event. While you will rehearse and present it in a realistic conference format for assessment purposes, it will not be staged as a public facing event.

Case studies play an important role in this subject and help you connect theory with real world practice. The subject complements other studies in the finance stream, such as *Entrepreneurial Finance*, and the entrepreneurial leadership stream, including *Leadership in the Creative Industries* and *Screen Media Marketing*.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Apply specialised, practical skills to the to creation of policy and finance debates on contemporary screen media practice.
BUSINESS ACUMEN (LO 2)	Demonstrate an understanding of the financial, economic, cultural and policy dynamics of the international screen media industries.
ANALYSIS (LO 5)	Analyse current issues of finance and policy facing Australian screen media businesses operating in the Asian screen sector.

Subject: Entrepreneurial Leadership A (Practicum)

Subject code	SCNB1036
Credit Points	6
Mode of Delivery	Multi modal
Subject type	Elective

This subject is for domestic students only. International students have the option to undertake the equivalent elective *SCNB1037 – Entrepreneurial Leadership B (Practicum)*.

Subject Overview

In this subject, you will work on a **live business case** connected to a real media company operating in the global media and entertainment industry. You will analyse how the company currently works and then develop a business case for a new opportunity. This might address an existing challenge, improve productivity, or support future growth. The company is selected by the school to give you a meaningful brief and the chance to engage with senior industry leaders.

Most of this subject is designed to take place **on site in an overseas location**. This immersive format allows you to work closely with your peers and industry partners in a real-world setting.

The practicum runs as a **week-long intensive** focused on teamwork and peer to peer learning. You will begin with a brief from executive managers and then work in teams to identify key stakeholders, revenue streams, and business priorities. Using structured analysis, you will explore challenges and opportunities within the company and develop a new or improved business model. At the end of the intensive, your team will present this model back to the client and relevant stakeholders.

This subject is deliberately broad and connects with other entrepreneurial studies, including *Entrepreneurial Finance, Leadership in the Creative Industries, Enterprise and Innovation, Managing Growth and Technology, and Screen Media Marketing*. Together, these subjects support you to apply strategic thinking in complex, real-world contexts.

As a **domestic student**, the overseas component will be subject to Australian Government travel settings.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Create innovative and resilient new business models in a real-world environment.
PEOPLE SKILLS (LO 3)	Critically evaluate and apply appropriate cultural competency approach to analysis and presentation in an international setting.
FRAMEWORKS & PERSPECTIVES (LO 4)	Identify and analyse new business opportunities in the global media and entertainment landscape.
ANALYSIS (LO 5)	Analyse an existing company and its place in the marketplace through the appropriate strategic business and client frameworks

Incidental Fee

AFTRS organises all travel and accommodation for the group intensive, and individual travel arrangements are not possible. This subject includes an incidental fee, and some costs may be non-refundable after a certain point. For details about fees, travel arrangements, and timelines, contact the Student Centre and check the Subject Outline before enrolling.

Subject: Entrepreneurial Leadership B (Practicum)

Subject code	SCNB1037
Credit Points	6
Mode of Delivery	Multi modal
Subject type	Elective

This subject is for international students only. Domestic students have the option to undertake the equivalent elective *SCNB1036 – Entrepreneurial Leadership A (Practicum)*.

Subject Overview

In this subject, you will work on a **live business case** connected to a real media company operating in the global media and entertainment industry. You will analyse how the company currently works and then develop a business case for a new opportunity. This might address an existing challenge, improve productivity, or support future growth. The company is selected by the school to give you a meaningful brief and the chance to engage with senior industry leaders.

This subject is designed to take place **on site at a location in Australia**. This immersive format allows you to work closely with your peers and industry partners in a real-world setting.

The practicum runs as a **week-long intensive** focused on teamwork and peer to peer learning. You will begin with a brief from executive managers and then work in teams to identify key stakeholders, revenue streams, and business priorities. Using structured analysis, you will explore challenges and opportunities within the company and develop a new or improved business model. At the end of the intensive, your team will present this model back to the client and relevant stakeholders.

This subject is deliberately broad and connects with other entrepreneurial studies, including *Entrepreneurial Finance, Leadership in the Creative Industries, Enterprise and Innovation, Managing Growth and Technology*, and *Screen Media Marketing*. Together, these subjects support you to apply strategic thinking in complex, real-world contexts.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE (LO 1)	Create innovative and resilient new business models in a real-world environment.
PEOPLE SKILLS (LO 3)	Critically evaluate and apply appropriate cultural competency approach to analysis and presentation in an international setting.
FRAMEWORKS & PERSPECTIVES (LO 4)	Identify and analyse new business opportunities in the global media and entertainment landscape.
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Subject: Capstone Project

Subject code	SCNB1029
Credit Points	6
Mode of Delivery	Multi-modal
Subject type	Core

Subject Overview

A combination of research, analysis, and a business proposal, the Capstone Project is designed to bring together the various threads of the course into a unified whole, with the overall aim of creating a persuasive business case for a career-defining proposal.

The student's proposal will be selected in consultation with the Program Convenor, and / or the Discipline Lead prior to the commencement of the subject, and should generally be of practical value to screen media industry, as well as commercial in nature and / or highly relevant to the student's career strategy.

Development of the capstone will be in two parts:

1. A **Research Study** in which the student will explore and test the viability of their chosen capstone proposal through in- depth research.

2. A **Written Report** detailing a fully developed, market-ready business or career proposition

Research Study: this part of the subject will be developed via a series of colloquia (tutor-led research seminars - much like a study group), in which students present their research and findings to a small group of peers. This enables students to explore and test in detail their area of (business or career) interest in a peer-to-peer environment, providing frequent opportunities to practice persuasive presentation skills, formulate findings, and respond to peer feedback. In this way, the colloquia enable the students to progress their thinking on their Capstone towards their final Written Report.

Throughout this process lecturer(s) are present to provided Guided Learning input.

1. Groups are selected at the beginning of the semester and will remain consistent throughout the colloquia process.

2. Each student will present their iterative findings to their group three times, on three scheduled Fridays during the semester (variations to the colloquia days can be negotiated but it is not the intention to shift these sessions to weekends).

3. A regular colloquium presentation will consist of a 20-minute summary of findings, followed by up to 30 minutes of peer feedback and discussion.

4. Normally, presentations will be via PowerPoint, but students may experiment with other formats.

Written Report: Working in parallel with the research component of the subject, students will develop their Written Report, the aim of which is to bring together leanings from the Course as well as the research findings and financial analysis into a market-ready business proposition that can be presented to buyers, commissioning agents, and or investors at forums such as Screen Producers Screen Forever.

This is the concluding document of the Capstone subject and the Course. The written report will be assisted with guided learning support from the lecturers.

Subject Learning Outcomes

INDUSTRY FORMS & PRACTICE	Acquire targeted skills and expertise in areas of interest in the screen media industry.
BUSINESS ACUMEN	Apply specialised, practical skills to the advancement of their business endeavours, or careers.
FRAMEWORKS & PERSPECTIVES	Analysis of current issues facing businesses starting up or operating in the media and screen sector

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Australian Film Television and Radio School

The Entertainment Quarter
Moore Park
Sydney NSW 2021

TEQSA Provider ID: PRV12011
CRICOS Provider Code: 03662D

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